«BASICS OF COMMUNICATIVE DESIGN»

COURSE SYLLABUS ABSTRACT
of higher education institution
speciality 1-28 01 02 «Digital Marketing»

	STUDY MODE	
	full-time	part-time
Year	2	2
Semester	3	4
Lectures, hours	16	4
Laboratory classes, hours	34	6
Pass/fall, semester	3	4
Contact hours	50	10
Independent study, hours	58	98
Total course duration in hours / credit units	108 / 3	

1 Summary of the academic discipline

The purpose of the discipline is to form students' basic understanding of the essence and methodology of communicative design, basic knowledge about the arsenal of existing methods of communicative design, as well as practical skills to create an object of communicative design.

2 Course outline

The objectives of the discipline are:

− acquisition of knowledge about the process of development of the concept of "communicative design", its scope, about the essence, goals and objectives of communicative design;

− mastering the problem field, object, subject, conceptual apparatus and methodological foundations of communicative design;

− mastering the methods of working with tools and technologies of communicative design.

The learning outcomes that students are expected to acquire as a result of taking the course will be used for writing a graduation paper

know:

− basic principles of the methodology of communicative design;

− basic techniques of consumer psychology and advertising in the framework of communicative design;

be able to:

− conduct research on the target audience;

− work with methods of creating a design solution to achieve communication goals;

− to solve the whole range of tasks of preparation and implementation of projects in the field of communicative design;

possess:

− the main elements and principles of design;

− photomontage methods;

− visualization and infographic skills;

− methods of developing advertising materials;

− the skills of forming the corporate identity of the organization.

3 Competencies

Competency code	Competency description
BPC-10	be develop visual solutions for marketing communications with target markets

4 Educational technologies:

When studying the discipline, a modular rating system for assessing students' knowledge is used.

Forms of classes:

− multimedia;

− using a computer.