

GRAPHIC DESIGN IN BUSINESS

(course title)

COURSE SYLLABUS ABSTRACT of higher education institution speciality

1-25 01 07 – Economics and management at the enterprise
(speciality code and name)

1-25-01-07-03 – Business Administration
(specialisation code and name)

	STUDY MODE	
	full-time	correspondence education
Year	2	1
Semester	3	2
Lectures, hours	16	6
Laboratory classes, hours	50	10
Exam, semester	3	2
Contact hours	66	16
Independent study, hours	78	128
Total course duration in hours / credit units	144/4	

1. Course outline

The aim of the course is to study the theoretical foundations and practical ways of designing a software interface and user support tools to ensure efficient and cost-effective use of information systems, adapting user interface for a wide class of users.

2. Course learning outcomes

Upon completion of the course, students will be expected to know:

- peculiarities of human perception of information;
- devices and modes of dialogue;
- issues of computer representation and visualization of information;
- paradigms and principles of human interaction with the computer environment;;
- criteria for evaluating the usefulness of dialog systems.

be able to:

- construct and describe interaction with the computer environment in a given problem area;
- use libraries of dialog controls;
- use programs for developing user interfaces;
- create an environment, describe events, and implement an interactive system as instructed

by the teacher;

- develop and debug a program in one of the object-oriented programming languages;
- develop an interface to information systems using modern technologies.

possess:

- skills to develop interfaces to information systems with the help of modern technologies.

3. Competencies

Mastering this academic discipline should provide the formation of the following competencies:

Codes of	Names of formed competencies
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formed competences	
SC-31	Apply graphic design tools to attract the attention of the target audience and consumers of goods and services in various areas of business.

4. Requirements and forms of midcourse evaluation and summative assessment

In the study of the discipline used the module-rating system of evaluating students' knowledge. The following forms and methods of classes are used: lectures with multimedia, problem-oriented classes, laboratory classes with the use of a computer.