

«FUNDAMENTALS OF COMPUTER GRAPHICS AND COMMUNICATION DESIGN»

COURSE SYLLABUS ABSTRACT

of higher education institution

Speciality 6-05-0611-04 Electronic economy

Profiling Electronic Marketing

	STUDY MODE			
	full-time		part-time	
Year	1	2	1	2
Semester	2	3	2	3
Lectures, hours	16	16	4	4
Laboratory classes, hours	16	16	4	4
In-class test, semester (hours)	-	-	2 (2 hours)	-
Pass/fall, semester	2	3	2	3
Contact hours	32	32	10	8
Independent study, hours	40	76	62	100
Total course duration in hours / credit units	72 / 3	108 / 3	72 / 3	108 / 3

1 Summary of the academic discipline

The purpose of the discipline is the formation of knowledge and the acquisition of skills to work with raster and vector graphics for the development of advertising and information materials, as well as the acquisition of basic knowledge and practical skills to create objects of communicative design..

2 Course outline

Upon completion of this course, the students will be expected to

know:

- the concept of vector and raster graphics;
- basic principles of the methodology of communicative design;
- modern computer graphics development software;
- methods of work in application programs, principles of graphic image development;

be able to:

- create and edit vector and raster graphics images;
- use software and computer graphics hardware to develop layouts of advertisements, packages, labels, elements of corporate identity of the organization;
- prepare drawings, diagrams and background templates for presentations;
- design ready-made layouts for subsequent printing, as well as for transferring graphic images to other documents;
- solve a set of tasks for the preparation and implementation of projects in the field of communicative design.

to possess a skill:

- basic knowledge in the field of computer graphics;
- modern software and technical means of computer graphics for solving theoretical and practical problems in the field of marketing;
- the main elements and principles of design, methods of photomontage, visualization skills and infographics;
- methods of developing advertising materials and corporate identity of the organization.
- In addition, the results of studying the discipline are used during practice and in the preparation of term papers and theses

3 Competencies

Competency code	Competency description
SC-7	be receive, store and process graphic information using computer graphics software tools focused on modern information technologies

4 Educational technologies:

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

- multimedia;
- with the use of a computer.