

Course Unit Descriptor

<b>Study Programme:</b> Applied Arts and Design (module: Graphic Design)		
<b>Course Unit Title:</b> Interactive Graphics 1		
<b>Course Unit Code:</b> OA6505		
<b>Name of Lecturer(s):</b> Nikola Berbakov		
<b>Type and Level of Studies:</b> Undergraduate academic studies		
<b>Course Status (compulsory/elective):</b> Elective		
<b>Semester (winter/summer):</b> Winter		
<b>Language of instruction:</b> English		
<b>Mode of course unit delivery (face-to-face/distance learning):</b> Face-to-face		
<b>Number of ECTS Allocated:</b> 4		
<b>Prerequisites:</b> None		
<b>Course Aims:</b> Acquiring knowledge and skills in the field of visual communications in public spaces, print and electronic media. Interaction in graphic expression between image, text and video. Visualization of data and transmission of information through various graphic contents.		
<b>Learning Outcomes:</b> Students' practical ability to apply graphic content in interactive visual forms (info-graphics, data visualization in print and electronic media), video production (TV and film graphics), and digital products (applications, web design, UI/UX).		
<b>Syllabus:</b>		
<i>Theory</i>		
Lectures on visual communication methods in the contemporary social context. Introducing students to interactive graphic forms in print and electronic media, the role of graphic design in video production, data visualization through user experience. Analysis of examples from contemporary domestic and foreign practice.		
<i>Practice</i>		
1. Info-graphics: information graphics in public spaces (traffic signs, maps), printed media (magazines, brochures) and electronic media (moving graphics, UI).		
2. Graphics in the design of internet presentations and applications: design of interactive visual content, communication graphics based on user interface (UI) and user experience (UX).		
- Elaboration of concepts, creation of sketches, consultations		
- Realization of works, creation of presentation in PDF format, collective analysis of tasks		
<b>Required Reading:</b> Bartholdy, B., <i>Broadcast Design</i> , DAAB, Germany, 2007.		
Hames, L., <i>Graphic Design That Works</i> , Rockport Publishers, New York, 2006.		
Hicks, J., <i>The Icon Handbook</i> , Five Simple Steps, UK, 2011.		
McAlhone, B., <i>A Smile In The Mind</i> , Phaidon, New York, 2016.		
Nickell, J., <i>Threadless</i> , Abrams Books, New York 2010.		
<b>Weekly Contact Hours:</b> 2	<b>Lectures:</b> 1	<b>Practical work:</b> 1

**Teaching Methods:** Lectures, exercises and consultations

**Knowledge Assessment (maximum of 100 points):** 100

<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation	30	Presentation of practical work	30
Practical work	30		
Preliminary exam(s)	10		
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.