

Course Unit Descriptor

Study Programme: Applied Arts and Design (module: Graphic Design)		
Course Unit Title: Interactive Graphics 2		
Course Unit Code: OA6605		
Name of Lecturer(s): Nikola Berbakov		
Type and Level of Studies: Undergraduate academic studies		
Course Status (compulsory/elective): Elective		
Semester (winter/summer): Summer		
Language of instruction: English		
Mode of course unit delivery (face-to-face/distance learning): Face-to-face		
Number of ECTS Allocated: 4		
Prerequisites: None		
Course Aims: Acquisition of knowledge and skills in the field of visual communications in video production. Interaction in graphic expression between image, text and video. Research in the field of TV graphics and flexible visual identity.		
Learning Outcomes: Students' practical ability to apply graphic content in video production (TV and film graphics, storyboard). Competency of students in the field of flexible branding (identity, dynamic logo).		
Syllabus:		
<i>Theory</i>		
Lectures on visual communication methods in the contemporary social context. Introducing students to interactive video content and the role of graphic design in video production. Analysis of examples from contemporary domestic and foreign practice.		
<i>Practice</i>		
1. TV graphics: visual identity of the television show, storyboard for the prime time and supporting graphics		
2. Visual identity of the media company: flexible branding applicable in TV jingles, electronic media and promotions on social networks		
- Elaboration of concepts, creation of sketches, consultations		
- Realization of works, creation of presentation in PDF format, collective analysis of tasks		
Required Reading: 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.		
Weekly Contact Hours: 2	Lectures: 1	Practical work: 1
Teaching Methods: Lectures, exercises and consultations		
Knowledge Assessment (maximum of 100 points): 100		

Pre-exam obligations	points	Final exam	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.