

Course Unit Descriptor

Study Programme: Fine Arts		
Course Unit Title: Basics of Applied Graphics 2		
Course Unit Code: OP2607		
Name of Lecturer(s): Nikola Berbakov, Gabriela G. Spasojević		
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: 3		
Prerequisites: None		
<p>Course Aims: Introducing students to the fields of packaging and advertising. Mastering simple constructive solutions and formation systems. Acquiring basic knowledge about promotion in print and electronic media. Lectures and analysis of selected works from domestic and foreign practice, practical work on assignments.</p>		
<p>Learning Outcomes: The ability of Fine Arts students to create basic forms of packaging. Creating your own promotion and advertising campaign. Realization of works by combining digital and analog techniques (photo, drawing, video) and ability to realize conceptual solutions in print.</p>		
<p>Syllabus:</p> <p><i>Theory</i></p> <p>Introductory lectures on techniques and possibilities of creating paper packaging. Lectures on the importance of promoting one's own work and creating an advertising campaign strategy. Discussions, screenings of documentary films and collective analysis of selected works.</p> <p><i>Practice</i></p> <ol style="list-style-type: none"> 1. Packaging (paper wrapper and folding box) 2. Advertising (advertising campaign, promotion in electronic media) <p>Practical work takes place in three phases:</p> <ul style="list-style-type: none"> - Task setting - Concept development, consultations - Realization of work, presentation, colloquium 		
<p>Required Reading:</p> <ol style="list-style-type: none"> 1. Fawcett R., Experimental Formats & Packaging, Rockport Publishers, New York, 2007. 2. Felton, G., Advertising: Concept and Copy, W. W. Norton & Company, New York, 2013. 3. Hames, L., Graphic Design That Works, Rockport Publishers, New York, 2006. 4. Pricken M., Creative Advertising, Thames & Hudson, UK, 2008. 		
Weekly Contact Hours: 3	Lectures: 2	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.