

## DESCRIPTION OF STUDY MODULE\*

**Study programme**

**Applied Informatics and Programming**

**Study module**

**COMPUTER GRAPHICS AND DESIGN**

**Credits in total**

**4**

### Learning outcomes

- Understand the principles of composition.
- Develop the skill to select the appropriate colour, font, a coherent concept, understand modern trends in graphics and are able to apply them.
- Acquire a good command of the major application aspects of Sketch (for Mac) programme.
- Shut down the prototyping projects using Adobe Photoshop programme.
- Design advertising banners and posters, which are appropriate to be used in the Internet space as well as in press.
- Develop a skill to design the Internet websites and prepare it for the further programming stage.
- Complete prototyping using Adobe Illustrator programme.
- Develop a skill to create a logotype and prepare it for further usage.
- Individually study the visual material and analyse the examples.
- Develop time management skills.

### Aims of study module

The aim of the course is to provide the students with the principles of composition as well as with the general overview of the latest trends in design and teach them to be able to apply the latter in their projects. During the course of study the students will acquire the skills to use Photoshop, Illustrator and Sketch (for Mac) programmes and learn to apply them while prototyping the Internet websites, small advertisements, logotypes and etc.

### Annotation of a study module

During the study course the students are introduced to the design/composition principles, are taught to understand major tendencies in graphics as well as to be able to apply them in their projects. The students are also taught to be able to work with Adobe Photoshop, Adobe Illustrator and Sketch (for Mac) programmes. The students will learn to prototype advertising banners, posters as well as save them appropriately to paste in the Internet space and prepare for the press. During the course the students will be taught how to prototype a website as well as the principles of composition: the eye tracking applying graphic elements, the appropriate selection of color and font, the development of an attractive and coherent website concept, the selection of a convenient operation and etc. The students will also learn how to make an image file, to hand it in to the client and to shut down the project properly.

### Topics of the subject

1. Adobe Photoshop. The main Photoshop tools and panels
2. Adobe Photoshop tools and functions
3. Adobe Photoshop tools and effects
4. Graphic design trends. The flow of ideas.
5. Adobe Photoshop layers
6. Web design
7. Web design
8. Adobe Illustrastor environment. The main tools.
9. Adobe Illustrastor.
10. Adobe Illustrastor.
11. Introduction to Sketch (for Mac) program
12. Communication with clients

### Procedure for assessment of knowledge and competences

10-point grading scale and cumulative assessment method: control test 1 (CT1) is worth 15%, Control tests 2 (website design) - 20%, Control tests 3 (logo) - 15%, and examination (E) - 50% of the total grade, which is calculated by the method of weighted mean. Final grade of the course is calculated only when all of the assignments are successfully completed and midterms are passed:  $G = CT1*0.15 + CT2*0.20 + CT3*0.15 + E*0.5$

### Main literature

1. Andrew Faulkner, Conrad Chavez (2015). *Adobe Photoshop CC Classroom in a Book*. Adobe Press.
2. Brian Wood (2015). *Adobe Illustrator CC Classroom*. Adobe Press.
3. Sean McManus (2014). *Web Design in easy steps*. 6 edition. In Easy Steps.

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\* Short form