

Basic data of the subject			
Academic Unit:	Faculty of Applied Arts		
Subject title:	Advertising Graphic I		
Study level:	Bachelor		
Subject status:	Mandatory		
Year of study:	2		
Number of hours per week:	4		
Value of credits - ECTS:	6		
Lecturer of the subject:	M. A. Lejla Ibrahim		
Contact details:	lejla.ibrahimi@ushaf.net		
Subject description:	In this subject will be treated the ways of designing and packaging products in industrial products starting with budget work to plan packaging, system naming and varieties, materials, refreshing the brand, colors, photography and style, design according to market request, emballage for children, drinks packaging, wine and beer, preparation of gifts, closure systems.		
Purpose of subject:	The subject objective is for the student to learn about graphical designs that can be applied to industrial products.		
Expected learning outcomes:	<p>After completion of this module, students will be able to:</p> <p>Know the principles, tools and techniques of graphic design realization for industrial products,</p> <ul style="list-style-type: none"> Analyze the product that is required and realize the packaging of industrial products. Understand and implement labels, packaging and designs required by industrial products. Apply principles and techniques in the design of industrial products packaging. 		
Contribution to student workload (which should correspond to the students learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	14	28
Theoretical / laboratory exercises	2	14	28
Practical work			
Contacts to the Lecturer / Consultations	2	2	4

Field exercises			
Tests, student seminars			
Home work	3	14	42
Time of self-study (in the library or home)	3	14	42
Final preparation for the exam			
Time spent in assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.	4	1	4
Total			150
Teaching methodology:	Lectures, individual work, assignment, discussions, team work		
Assessment methods:	80% Practical work 20% Presentation		
Literature			
Basic literature:	Best Practices for Graphic Designers, Packaging: An essential guide for implementing effective package design solutions Flexibound – April 18, 2014 by Grip (Author)		
Designed plan of teaching:			
Weeks	Lecture to be held		
Week 1:	Colors		
Week 2:	Designing a poster		
Week 3:	The importance of typography		
Week 4:	How to design a ticket for drinks		
Week 5:	How to design a food packaging		
Week 6:	Food packaging design		
Week 7:	Product presentation and finalization		
Week 8:	Repetition		
Week 9:	Water bottle ticket design		
Week 10:	Refresh the brand		
Week 11:	Change the logo		
Week 12:	Design of dairy products		
Week 13:	Milk Design		
Week 14:	Yogurt design		
Week 15:	Cheese design		
Academic Policies and Rules of Conduct:			
Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.			