

<b>Basic data of the subject</b>			
<b>Academic Unit:</b>	<b>Faculty of Applied Arts</b>		
<b>Subject title:</b>	<b>Advertising Graphic II</b>		
<b>Study level:</b>	<b>Bachelor</b>		
<b>Subject status:</b>	<b>Mandatory</b>		
<b>Years of study:</b>	<b>2</b>		
<b>Number of hours per week:</b>	<b>4</b>		
<b>Value of credits - ECTS:</b>	<b>6</b>		
<b>Lecturer of the subject:</b>	<b>M. A. Lejla Ibrahim</b>		
<b>Contact details:</b>	<b>Lejla.ibrahimi@ushaf.net</b>		
<b>Subject description:</b>	In this subject will be treated the ways of brand design depending on business activity, to make an interior design of a restaurant, hotels, paper products, retail and wholesale shops, cities, cultural institutions, television and finally branding agencies.		
<b>Purpose of subject:</b>	The purpose of the subject is for the student to learn about the requirements and graphic designs that companies have to create their own symbols and materials for brand creation or continuation of brand work		
<b>Expected learning outcomes:</b>	<p>After completion of this module, students will be able to:</p> <p>Know the principles, tools and techniques for realizing the graphic design for the company's branding,</p> <p>Analyze the company and additional data in order to create the right brand for it.</p> <p>Understand and make logos, business cards, letterheads, and more in the branding aspect.</p> <p>Apply principles and techniques in design branding for the company.</p>		
<b>Contribution to student workload (which should correspond to the students learning outcomes)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/week</b>	<b>Total</b>
Lectures	2	15	30
Theoretical / laboratory exercises	2	15	30
Practical work			
Contacts to the Lecturer / Consultations	2	2	4
Field exercises			
Tests, student seminars			

Home work	3	15	45
Time of self-study (in the library or home)	4	7	28
Final preparation for the exam			
Time spent in assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.	2	6	12
<b>Total</b>			<b>151</b>
<b>Teaching methodology:</b>	Lectures, individual work, assignment, discussions, team work		
<b>Assessment methods:</b>	80% Practical work 20% Presentation		
<b>Literature</b>			
<b>Basic literature:</b>	Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands Flexibound – February 1, 2012, by Debbie Millman		
<b>Designed plan of teaching:</b>			
<i>Weeks</i>	<i>Lecture to be held</i>		
<i>Week 1:</i>	<i>How to name (Brand) a business</i>		
<i>Week 2:</i>	<i>Logo design</i>		
<i>Week 3:</i>	<i>Design of business cards, pencils, notebooks, bags</i>		
<i>Week 4:</i>	<i>Banner design</i>		
<i>Week 5:</i>	<i>Billboard design</i>		
<i>Week 6:</i>	<i>Design review</i>		
<i>Week 7:</i>	<i>The final project</i>		
<i>Week 8:</i>	<i>Repetition</i>		
<i>Week 9:</i>	<i>Chocolate design</i>		
<i>Week 10:</i>	<i>Chips design</i>		
<i>Week 11:</i>	<i>Design of products for children</i>		
<i>Week 12:</i>	<i>Diaper design</i>		
<i>Week 13:</i>	<i>Wet paper design</i>		
<i>Week 14:</i>	<i>Water design for children</i>		
<i>Week 15:</i>	<i>Final presentation</i>		
<b>Academic Policies and Rules of Conduct:</b>			
<i>Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.</i>			