

Basic data of the subject			
Academic Unit:	Faculty of Applied Arts		
Subject title:	The basics of design		
Study level:	Bachelor		
Subject status:	Mandatory		
Years of study:	1		
Number of hours per week:	3		
Value of credits - ECTS:	6		
Lecturer of the subject:	M. A. Ligj. Florit Hoxha		
Contact details:	florit.hoxha@ushaf.net		
Subject description:	In this subject students will be familiar with the design basics in general but with a special emphasis on graphic design, starting with the general principles of design, planning, scale, rhythm, colors, lines, textures, symmetry, harmony, balance, typography, tools and working techniques.		
Purpose of subject:	The purpose of the subject is to treat the general principles of design, processes, techniques, terminology, technologies and work tools in graphic design and understand what the graphic design profession offers.		
Expected learning outcomes:	<p>After completion of this module, students will be able to:</p> <ul style="list-style-type: none"> • Know the general principles of design, processes, technologies, techniques and working tools, • Understand what the graphic design profession offers, • Apply the principles of graphic design, • Assess work in the field of graphic design, 		
Contribution to student workload (which should correspond to the students learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Theoretical / laboratory exercises	1	15	15
Practical work			
Contacts to the Lecturer / Consultations	2	2	4
Field exercises			
Tests, student seminars			
Home work	4	15	60
Time of self-study (in the library or home)	2	16	32
Final preparation for the exam			
Time spent in assessment (tests, quiz, final exam)	8	1	8

Projects, presentations, etc.			
Total			149
Teaching methodology:	Lectures, individual assignment, seminar papers for every week, discussions, team work.		
Assessment methods:	60% Practical work 10% Presentation 30% Final Exam		
Literature			
Basic literature:	Graphic Design: The New Basics Paperback - July 14, 2015 by Ellen Lupton (Author), Jennifer Cole Phillips (Author)		
Additional literature:	Design Elements, 2nd Edition: Understanding the rules and knowing when to break them - Updated and Expanded Paperback - May 21, 2014 by Timothy Samara		
Designed plan of teaching:			
Weeks	Lecture to be held		
<i>Week 1:</i>	<i>Beyond the basics</i>		
<i>Week 2:</i>	<i>Point, line, plan</i>		
<i>Week 3:</i>	<i>Rhythm and bilanc</i>		
<i>Week 4:</i>	<i>Texture</i>		
<i>Week 5:</i>	<i>Colors</i>		
<i>Week 6:</i>	<i>Gestalt Principles</i>		
<i>Week 7:</i>	<i>Involvement</i>		
<i>Week 8:</i>	<i>repetition</i>		
<i>Week 9:</i>	<i>Hierarchy</i>		
<i>Week 10:</i>	<i>Layers</i>		
<i>Week 11:</i>	<i>Model and structure</i>		
<i>Week 12:</i>	<i>Time and movement</i>		
<i>Week 13:</i>	<i>Rules and coincidence</i>		
<i>Week 14:</i>	<i>Modularity</i>		
<i>Week 15:</i>	<i>Transparence</i>		
Academic Policies and Rules of Conduct:			
Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.			