Basic data of the subject	
Academic Unit:	**Faculty of Applied Arts**
Subject title:	**Graphic Communication**
Study level:	**Bachelor**
Subject status:	**Mandatory**
Year of study:	**3**
Number of hours per week:	**2**
Value of credits – ECTS:	**5**
Lecturer of the subject:	**M. A. Florit Hoxha**
Contact details:	**florit.hoxha@ushaf.net**
Subject description:	This subject will treat the ways of graphic communication during the project presentations of interior spaces.
Purpose of subject:	The aim of the subject is to study graphical software that assists in graphic design of projects so that the client understands the project in a visual way.
Expected learning outcomes:	After the completion of this module, students will be able to: - Analyze and understand the way of introduction in Graphic Project. - To realize Graphic appearance of projects through graphic programs. - Realize the graphical presentation of the project through the graphical programs as well as to do its printing. - Create a portfolio with personal work.

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	2	4	8
Tests, student seminars			
Home work	3	15	30
Time of self-study (in the library or home)	2	15	30
Final preparation for the exam			

Time spent in assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.	4	1	4
Total			**123**

Teaching methodology:	Lectures and combined exercises with case of studies and class discussions.
Assessment methods:	70% Seminary work 10% Presentation 20% Final exam

Literature	
Basic literature:	Graphic Design for Architects: A Manual for V… (Paperback) by Karen Lewis
Additional literature:	Introduction to Graphic Communication, Second Edition2018 by Harvey Levenson and John Parsons Fundamentals of Graphics Communication 6th Edition, by Gary Robert Bertoline (Author), Eric N Wiebe (Author), Nathan W Hartman (Author), William A Ross (Author) Modern Graphics Communication (5th Edition) 5th Edition by Shawna E. Lockhart (Author), Marla Goodman (Author), Cindy Johnson (Author)

Designed plan of teaching:	
Weeks	**Lecture to be held**
Week 1:	*Graphic communication - Introduction*
Week 2:	*How to prepare a portfolio*
Week 3:	*Competitive Techniques*
Week 4:	*Introduction to Adobe Photoshop*
Week 5:	*Familiarization with the tools in Photoshop*
Week 6:	*Adjusting the picture, organizing and ranking*
Week 7:	*Introduction in Corel*
Week 8:	*Familiarization with the Corel tools*
Week 9:	*Adjusting the picture, organizing and ordering*
Week 10:	*Introduction in Adobe Indesign*
Week 11:	*Familiarization with Indesign tools*
Week 12:	*Picture adjustment, organizing and ranking*
Week 13:	*Graphic informations*
Week 14:	*Preparation of the the material for press*
Week 15:	*Preparation of the the material for press*
Academic Policies and Rules of Conduct:	

Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.