Basic Course Information	
Academic Unit:	**Faculty of Applied Arts**
Course Title:	**Advertising Graphics I**
Level:	**Bachelor**
Course Status:	**Compulsory**
Year of Study:	**2**
Number of Hours per Week:	**3**
ECTS Credits:	**6**
Course Description	This course covers the principles, methods, and techniques of packaging and product design for industrial products. Students will learn how to plan packaging by taking into account budget, system and product variants, material selection, brand refreshing, and the use of color, photography, and visual style. The course also includes design according to market requirements, packaging for specific products such as beverages, wine, beer, and children's products, gift preparation, as well as closure and packaging systems.
Course Objectives:	The objective of this course is for students to acquire knowledge and practical skills in graphic design as applied to industrial products, including the creation of functional and aesthetic packaging according to market needs.
Expected Learning Outcomes:	Upon successful completion of the course, the student will be able to: • Understand and use the principles, tools, and techniques for producing graphic design for industrial products. • Analyze the product and plan packaging according to specific requirements. • Understand and produce labels, packaging, and designs adapted to industrial products. • Apply the principles and techniques of packaging design in a professional and functional manner.

Student Workload Contribution (which should correspond to the student learning outcomes)			
Activity	**Hours**	**Days/Weeks**	**Total**
Lectures	2	14	28

Theoretical/Laboratory Exercises	2	14	28
Practical Work			
Contact with the Lecturer/Consultations	2	2	4
Field Exercises			
Colloquia, Seminars			
Homework	3	14	42
Student Independent Study Time (in the library or at home)	3	14	42
Final Exam Preparation			
Time Spent on Assessment (tests, quizzes, final exam)	2	1	2
Projects, Presentations, etc.	4	1	4
Total			**150**
Teaching Methodology:	Lectures, individual work, homework, discussions, group work, and project-based learning.		
Assessment Methods:	80% Practical Coursework 20% Presentation		
Literature			
Basic Literature:	Grip, Best Practices for Graphic Designers, Packaging: An essential guide for implementing effective package design solutions, Rockport Publishers, 2013.		
Designed Teaching Plan:			
Week	**Lecture / Topic to be Covered**		
Week 1:	***Colors and color theory in graphic design***		
Week 2:	***Designing a poster***		
Week 3:	***The importance of typography***		
Week 4:	***Designing a label for a beverage***		
Week 5:	***Food packaging design: basic principles and market analysis***		
Week 6:	***Practical design of food packaging***		
Week 7:	***Product presentation and finalization: critical analysis and feedback***		
Week 8:	***Review and integration of acquired knowledge***		
Week 9:	***Designing a label for a water bottle***		
Week 10:	***Brand refresh: strategies for visual reformulation***		
Week 11:	***Logo redesign and modernization***		
Week 12:	***Designing dairy products***		
Week 13:	***Milk packaging and functional design***		
Week 14:	***Yogurt packaging and functional design***		

Week 15:	*Cheese packaging and functional design*
Academic Policies and Rules of Conduct:	
Regular attendance, maintaining a respectful classroom environment, and active engagement in discussion during lectures and exercises is mandatory.	