Basic Course Information	
Academic Unit:	**Faculty of Applied Arts**
Course Title:	**Advertising Graphics II**
Level:	**Bachelor**
Course Status:	**Compulsory**
Year of Study:	**2**
Hours per Week:	**3**
ECTS Credits:	**6**
Course Description	This course addresses the principles and methods of brand design (branding) according to the type of business activity. Students learn to conceptualize and develop brands for various sectors, including restaurants, hotels, paper products, retail and wholesale stores, cities, cultural institutions, television stations, and branding agencies. The course combines theoretical analysis of market requirements with professional visual identity design practices.
Course Objectives:	The aim of this course is to develop students' knowledge of companies' graphic design requirements and their ability to create and manage visual symbols and brand materials, supporting the development of companies' professional identities or the continuation of existing brand work.
Expected Learning Outcomes:	Upon successful completion of this course, the student will be able to: • identify and use the principles, tools, and techniques of graphic design for corporate branding; • analyze a company and supporting information to develop an appropriate brand; • conceptualize and produce visual identity elements such as logos, business cards, letterheads, and other brand materials; • apply branding principles and techniques professionally for different companies. • • •

	•

Student Workload Contribution (to 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 Instructor / Consultations	2	2	4
Field Exercises			
Midterm Tests, Seminars			
Homework	3	15	45
Independent Study (library or at home)	3	15	45
Final Exam Preparation			
Time Spent on Assessment (tests, quizzes, final exam)	2	1	2
Projects, Presentations, etc.	4	1	4
Total			**156**
Teaching Methodology:	Lectures, individual work, assignments, discussions, and group work		
Assessment Methods:	80% Practical Work 20% Presentation		
Literature			
Required Literature:	Best Practices for Graphic Designers, Packaging: An essential guide for implementing effective package design solutions Flexibound – April 18, 2014 by Grip (Author)		

Detailed Teaching Plan:	
Week	**Lecture Topics**
Week One:	***Naming a business: identity development and branding strategies.***
Week Two:	***Logo design.***

Week Three:	***Designing business materials: business cards, pens, notebooks, and bags.***
Week Four:	***Banner design: concept, composition, and visual implementation.***
Week Five:	***Billboard design.***
Week Six:	***Reviewing designs: critical feedback and project improvement.***
Week Seven:	***Chocolate packaging design.***
Week Eight:	***Chips packaging design.***
Week Nine:	***Designing products for children: creativity and suitability.***
Week Ten:	***Diaper packaging design.***
Week Eleven:	***Wet wipes design.***
Week Twelve:	***Packaging design for children's water.***
Week Thirteen:	***Discussion and review of previous designs.***
Week Fourteen:	***Final project presentations: critical analysis, feedback, and assessment.***
Week Fifteen:	***Selection of works for an exhibition.***

Academic Policies and Code of Conduct:
Regular attendance, maintaining a quiet learning environment, and active participation in discussions during lectures and exercises are mandatory.