Basic Course Information	
Academic unit:	**Faculty of Applied Arts**
Course title:	**Graphic Communication**
Level:	**Bachelor**
Course status:	**Compulsory**
Year of study:	**3**
Number of hours per week:	**3**
Credit value – ECTS:	**5**
Course description	This course addresses methods of graphic communication in the presentation of design projects, the development of a personal visual identity (personal branding) and a professional portfolio, as well as the designer's digital presence on platforms such as Behance, Dribbble and LinkedIn.
Course objectives:	The aim of the course is for students to become familiar with and use graphic software and platforms that help present projects professionally, so that clients or employers can understand the project visually as well.
Expected learning outcomes:	Upon successful completion of this course, the student will be able to: • Analyze and understand how a project is presented graphically. • Produce a graphic presentation of a project using graphic software and print it. • Create a portfolio of personal work and prepare for a professional presentation in the labor market.

Contribution to the student workload (which should correspond to the student learning outcomes)			
Activity	**Hours**	**Days/weeks**	**Total**
Lectures	2	15	30
Theoretical/laboratory exercises	1	15	15
Practical work			

Contacts with the instructor/consultations	2	2	4
Field exercises	2	4	8
Colloquia, seminars			
Homework	3	15	30
Student independent study time (in the library or at home)	2	15	30
Final preparation for the exam	2	1	2
Time spent on assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.	4	1	4
Total			**125**
Teaching methodology:	Lectures and exercises combined with case studies and classroom discussions, as well as project-based learning.		
Assessment methods:	70% Practical work 10% Presentation 20% Final exam		
Literature			
Basic literature:	Karen Lewis, Graphic Design for Architects: A Manual for Visual Communication, Routledge, 2015.		
Additional literature:	Harvey Levenson & John Parsons, Introduction to Graphic Communication, 2nd Edition, 2018. Gary Robert Bertoline, Eric N. Wiebe, Nathan W. Hartman & William A. Ross, Fundamentals of Graphics Communication, 6th Edition. Shawna E. Lockhart, Marla Goodman & Cindy Johnson, Modern Graphics Communication, 5th Edition.		

Designed Teaching Plan:	
Week	**Lecture to be delivered**
Week 1:	***Graphic communication – introduction, creating a professional CV for designers***
Week 2:	***How to prepare a portfolio***
Week 3:	***Competitive techniques***

Week 4:	***Personal visual identity (personal branding) for designers***
Week 5:	***Storytelling through design***
Week 6:	***Color psychology and visual perception***
Week 7:	***Typography as a communication tool***
Week 8:	***Analysis of existing projects***
Week 9:	***Building a digital portfolio***
Week 10:	***Using platforms such as Behance***
Week 11:	***Presenting work on Dribbble***
Week 12:	***Professional networking and presence on LinkedIn***
Week 13:	***Strategies for the public presentation of work***
Week 14:	***Professional feedback and portfolio improvement***
Week 15:	***Final portfolio presentation and professional reflection***
Academic Policies and Rules of Conduct:	
Regular attendance, maintaining silence, and active participation in dialogue during lectures and exercises are mandatory.	