

Course Name : Dizajn Grafik 2 (Computer Graphics)							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
MUL 102	B	Spring	2.00	0.00	0.00	1.50	3.00
<b>Lecturer</b> Nevila Samarxhi, Msc							
<b>Assistant</b>							
<b>Course language</b> Albanian							
<b>Course level</b> Program Profesional 2-Vjeçar							
<b>Description</b>		Graphic design is a way of solving problems and visual communication that uses photography, illustration, and typography. This subject provides essential foundational skills for the graphic design discipline. Through individual projects and studio work, students learn the vocabulary of visual communication design and become familiar with both analog and digital graphic design production processes. The course is taught using a variety of teaching methods, including lectures, videos, discussions, class critiques, lab work, presentations by guest speakers, visits to design studios, meetings with field experts, etc. All student projects are evaluated based on: Form: Are the proper design principles followed? Function: Does it address the core problem of the client? Concept: Does it present a visually engaging, life-affirming idea? Production skills: Is the task completed in a professional manner? Critical self-assessment: Is the student open to new ideas and able to accept feedback from the instructor and peers.					
<b>Objectives</b>		Upon successful completion of this course, students will have completed projects that demonstrate a fundamental understanding of the objectives set by the program and the university: Development of basic graphic design concept and production skills - development of specific skills, competencies and perspectives needed by professionals in the field most closely related to this course,; Encouraging creative capacities - developing creative capacities (writing, creating, designing, interpreting, etc.), Seeking and accepting critical evaluation of your own work and critically evaluating the work of others with a smile on your face.					
<b>Core Concepts</b>		1. Format 2. Structure 3. Text, Photos 4. WEB 5. Brochure, Book, Newspaper, etc 6. Pagination, Integration					
Course Outline							
Week	Topic						
1	Art - Design: Concepts of Balance, Contrast, Harmony, and Proportion. Objective: Understanding the basic elements of design and how they contribute to the creation of effective compositions. Balance: Types of balance. Contrast: The importance of contrasts for creating emphasis and visibility. Harmony: Proportion: What is the golden ratio and its significance.						
2	Introduction and Presentation of the Programs to be Used: A general introduction is given on the use of multimedia tools, and methods for submitting assignments are presented. Design software will be introduced. Different ways of creating and submitting assignments will be discussed. There will also be a discussion about research and investigation before starting a project. (The first assignment is given). Students will be provided with a theme, and based on that theme, they will create a design and provide an explanation in words.						
3	Design Theories Objective: Students should understand the essence of the elements that create a successful design. Typography: The importance of font selection and text formatting. Color Theory: How to use colors to create atmosphere and impact. Use of White Space: How white space can enhance focus and prevent visual overload. Project Plan: Whether the project will be individual or group-based.						

<b>4</b>	How to Use Adobe InDesign for Creating Design Projects for Publishing What is layout? How to create a structured page. How to insert page numbers in a book, magazine, or newspaper. Using (Master) for project setup for the midterm!
<b>5</b>	Magazine and Its Key Elements Understanding the structure of a magazine and the importance of its elements for visual design. The main components of a magazine (cover, sections, page divisions, table of contents).
<b>6</b>	Introduction to Layout. Creating a practical understanding of the layout process and magazine design. Starting the design of a magazine using InDesign. White space and positioning of elements. Continuing with the assigned project! Submission of the task assigned by the instructor!
<b>7</b>	Design and Nature of the Information We Will Use. Understanding how to communicate information visually. What message do we want to convey, and how do we prepare it for the audience? A thematic newspaper, a genre-based book, and a specific themed magazine. Continuing with the assigned project!
<b>8</b>	Midterm Exam/Project (Group or Individual). Collected materials and the first page of a book, magazine, brochure, or thematic newspaper, which will have a continuation for the final exam. The project will be laid out! PRINT A4!
<b>9</b>	The Difference Between Layouts of a Magazine, Book, Newspaper, and Brochure. Understanding the design and layout differences between the two formats. Structural and visual differences between books, magazines, brochures, and newspapers. Using design elements to suit each format. Continuing with the assigned project, discussions!
<b>10</b>	Selection of Images (Photos) and Image-Text Relationship. Understanding the connection between images and text in an effective design. How to choose images that complement the visual message for each category. Contrast, gradient, and background in design! Continuing with the assigned project, discussions!
<b>11</b>	Analysis of international and Albanian designs and models in advertising and the use of images. The importance of a coherent visual identity in advertisements. How to design an advertisement. Continuing with the assigned project, discussions!
<b>12</b>	Integration of Advertisements in Magazines and Newspapers. Understanding the process of integrating advertisements! How to create space for ads without disrupting the design's coherence. Integrating advertisements without losing aesthetic value. Continuing with the assigned project, discussions!
<b>13</b>	MockUp and Project Presentation to the Public. The ability to present a completed project in the most suitable format. How to create a MockUp for your work. Presenting the project for publication on the web, poster, and social media. Continuing with the assigned project, discussions!
<b>14</b>	Project Completion and Exporting. Understanding the importance of details and the proper exportation of the project for further use. The process of finalizing a design project. The difference between design for web and design for print. Continuing with the assigned project, discussions!
<b>15</b>	Creating the Final Work File (Package) How to create the complete folder and what elements are necessary. Preparing for print in PDF format for the assigned projects! Ready for presentation. Course conclusions, discussions!
<b>16</b>	Final Exam

<b>Prerequisites</b>	The student must attend the course at a minimum rate of 75%.
<b>Literature</b>	<ul style="list-style-type: none"> <li>• “DESIGN TH!NKING” - The act or practice of using your mind to consider design, Gavin Ambrose, Paul Harris, Kanada 2010</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• “Design Thinking: The Handbook”, By Falk Uebernickel, Li Jiang, Walter Brenner, Britta Pukall, Therese Naef, Bernhard Schindlholzer, 2020</li> <li>• “Logo Design Love: A Guide to Creating Iconic Brand Identities”, By David Airey, 2015</li> <li>• “How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world”, by Michael Bierut, 2015</li> <li>• “Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students”, by Ellen Lupton, 2024</li> <li>• “Adobe Design Basics”, by Thomas Payne, 2023</li> </ul>
<b>Course Outcome</b>	
<b>1</b>	Identifying main elements of design, concept of colors, typography and format.
<b>2</b>	Understanding how basic principles of design work to create good visual compositions.
<b>3</b>	Analyzing the effect of the choice of colors on the emotions of the audience, their works and others to understand how the elements and principles are used, how to make the difference between an effective and ineffective design.
<b>4</b>	Applying different techniques in practical projects, such as posters, logos and promotional materials.
<b>5</b>	Giving constructive criticism for their own and others' projects.
<b>6</b>	Evaluating and arguing the choices made in a given project.
<b>7</b>	Creating original projects using the learned concepts and techniques.
<b>8</b>	Using graphic softwares such as: Adobe Illustrator, Photoshop, InDesign, for these purposes.

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	30	
Quizzes	0	0	
Projects	1	10	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
<b>Total in-term evaluation percent</b>		<b>50</b>	
<b>Final exam percent</b>		<b>50</b>	
<b>Total</b>		<b>100</b>	
<b>ECTS Workload (Based on Student Workload)</b>			
<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total (hours)</b>
Course duration (Including the exam week: 16x Total hours of the course)	16	2	32
Study hours outside the classroom (Preparation, Practice, etc.)	14	2	28
Duties	1	6	6
Midterms	1	0	0
Final Exam	1	9	9
Other	0	0	0
<b>Total Work Load</b>			<b>75</b>
<b>Total Work Load / 25 (hours)</b>			<b>3.00</b>
<b>ECTS</b>			<b>3.00</b>