

Course Name : Punimi i Diplomës/ Provim përfundimtar							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
MUL 212	E	Spring	2.00	1.00	0.00	2.50	5.00
Lecturer		Nevila Samarxhi, Msc					
Assistant							
Course language		Albanian					
Course level		Program Profesional 2-Vjeçar					
Description		Studentët do të punojnë në mënyrë individuale, me mbështetjen e pedagogëve për kryerjen e punimit të diplomës. Studentëve t'u vihen në dispozicion të gjitha kapacitetet intelektuale dhe fizike për të zhvilluar një punim sa më të mirë.					
Objectives		To analyze the impact of graphic design on visual communication and audience perception. Explore the use of graphic elements (typography, color, shape) to build a brand's visual identity. Develop a creative and functional concept for a graphic project (poster, logo, visual identity, etc.). To use advanced design programs (such as Adobe Illustrator, Photoshop, InDesign) in the realization of the final project. To evaluate the impact of contemporary trends in graphic design and their application in the relevant project. To compare different styles and techniques of graphic design to determine their effectiveness in the transmitted message. To prepare a professional portfolio that reflects the knowledge and skills acquired during studies.					
Core Concepts		1. Marrëdhëniet me Publikun 2. Opinioni Publik 3. Menaxhimi i imazhit 4. Komunikimi korporativ 5. Komunikimi bindës 6. Përgjegjësia sociale e korporatës 7. Propaganda 8. Fushatë promociionale 9. Dizenjim Grafik 10.Multimedia Storytelling 11.Animacion etj					
Course Outline							
Week	Topic						
1	Methodological session and counseling						
2	Methodological session and counseling						
3	Methodological session and counseling						
4	Methodological session and counseling						
5	Methodological session and counseling						
6	Methodological session and counseling						
7	Methodological session and counseling						
8	Evaluation of work						
9	Methodological session and counseling						
10	Methodological session and counseling						
11	Methodological session and counseling						
12	Methodological session and counseling						
13	Methodological session and counseling						
14	Methodological session and counseling						
15	Methodological session and counseling						

16	Final Exam			
Prerequisites	The student must attend the course at a minimum rate of 75%.			
Literature	<ul style="list-style-type: none"> • “DESIGN TH!NKING” - The act or practice of using your mind to consider design, Gavin Ambrose, Paul Harris, Kanada 2010 			
References	<ul style="list-style-type: none"> • “Design Thinking: The Handbook”, By Falk Uebernickel, Li Jiang, Walter Brenner, Britta Pukall, Therese Naef, Bernhard Schindlholzer, 2020 			
Course Outcome				
1	Methodological session and counseling			
Course Evaluation				
	In-term Studies	Quantity	Percentage	
Midterms		0	0	
Quizzes		0	0	
Projects		0	0	
Term Projects		0	0	
Laboratory		0	0	
Class Participation		0	0	
Total in-term evaluation percent			0	
Final exam percent			0	
Total			0	
ECTS Workload (Based on Student Workload)				
	Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)		16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)		0	0	0
Duties		0	0	0
Midterms		0	0	0
Final Exam		1	0	0
Other		0	0	0
Total Work Load				48
Total Work Load / 25 (hours)				1.92
ECTS				5.00