

Course Name : Graphic Design							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
JMC 205	B	Fall	1.00	1.00	1.00	2.00	5.00
Lecturer		Nevila Samarxhi, Msc					
Assistant							
Course language		Albanian					
Course level		Bachelor					
Description		Graphic design is a way of problem solving and visual communication that uses photography, illustration and typography. This course provides fundamental skills important to the graphic design discipline. Through individual and studio projects, students learn the vocabulary of visual communication design and become familiar with analog and digital graphic design production processes. Graphic Design surrounds us: it's the signs we read, the products we buy and the rooms we live in. Graphic designers find beauty within limitations, working towards the ultimate goal of communicating a message visually. Using a language of type and imagery, graphic designers strive to make every aspect of our lives defined and beautiful. The subject is covered using a variety of teaching methods including lectures, videos, discussions, class critiques, laboratory work, various guest presentations, visits to design studios, meetings with experts in the field, etc. All student projects are evaluated based on: Form: Are proper design principles followed? Function: Does it solve the customer's core problem? Concept: Is a visually appealing idea brought to life? Productivity: Is the task performed in a professional manner? Critical self-evaluation: Is open to new ideas and has the ability to accept criticism from the instructor and peers.					
Objectives		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.					
Core Concepts		1. Lines, shapes, colors 2. Structure 3. Text, photos 4. Logos 5. Posters, Banners, leaflet, book, newspaper, Video, etc. 6. Layout, interweave					
Course Outline							
Week	Topic						
1	Introduction. Books to read, introduction to the subject! Hyrje në Programin e Dizajnit Grafik, Historia e Dizajnit Grafik, filmi (http://video.pbs.org/video/2311391293/), Discussion about the importance of Graphic Design, its relevance. Assignment I – description from normal graphic in digital graphic. Lecture prepared from the lecturer.						
2	Familiarity with the programs. Working tools. Review and incorporate the use of technology of important Graphic Design concepts. Presentation of the ADOBE, InDesign, Photoshop, Illustrator programs that will be used, as well as an explanation of the presentation and delivery methods. How to structure and open a work file. (New Document, formats to be used, both for print and online layout). Adobe Illustrator. Discussion about research, research and project assignment 2 / (Personal logo)!						
3	Creating different forms and putting them to work. Elements of Design: Students learn about the elements of design through projects such as; creating examples of schemes, shapes, letters, colors using graphics software and the use of color, line, shape, space and texture. Theory (Gestalt). Comments and criticism about projects in progress, (Personal logo).						

4	Creating textures, their physical construction. Design Elements: Lines, fonts, shapes. Textures, (For use in graphics) infographics. Comments and criticism about projects in progress, (Personal logo).
5	How to open a worksheet, the format we need. Design elements: layout/schemas/layout. Criticism or suggestions with each other about the Project, the work of a personal kartivist! Adobe Illustrator+Adobe InDesign.
6	Logos put in right place. Element of Design: Students learn design principles through projects such as; posters, creating original designs that reflect an emotion, book covers, magazine covers, product advertisements, personal brandy prototypes, (key holders, mobile phone cases, pens, t-shirts, mugs) etc. Comments and criticism about projects in progress. (personal logo).
7	Reports and hierarchy in a worksheet with several materials. Texts, photo captions. Design Elements: Ratio, Repetition, Pattern, Unity, Variety. Adobe InDesign Comments and criticism about projects in progress, logo completion + personal business card.
8	Semi-final exam Project: Personal logo + printing in functional object
9	Creation of a book cover, from the given content, or an editorial page (newspaper page, etc.). Elements of Design: Students learn when to use specific image formats for individual projects. They create collages, logos, business cards, etc. ' Adobe InDesign Criticism of a constructed book cover or editorial layout (newspaper page, etc.).
10	Processing of photos according to the required size, resolution for any occasion.. Elements of Design: Students will learn the concepts of Editing and Restoring Images. Adobe Photoshop Layout of a text with a title and processed photo!
11	Combining photos with fonts, exporting PDF, jpg, etc. of the created page. Design Element: Students will learn the concepts of photo editing with fonts and placement in a work file. Comments and criticism about projects in progress. Project start Personal banner layout, web formats!
12	Using elements by color. Design Elements: Balance, Contrast, Fill, Rubber, Emphasis/Dominance Final critique of each other's work. Job resume presentation banner (profession).
13	Graphic novels recount personal feelings. Elements of Design: The student will learn the concepts of picture stories and the use of graphics programs to create a black and white graphic story! (Graphic Novel). Comments and criticism about projects in progress. Work in progress banner presentation (profession)
14	The work done discussion the placement of elements based on hierarchy. Design Elements: Text, Layout, Background, Perspective. Diversity and placement in the hierarchy of elements/ Perspective. Comments and criticism about projects in progress - Banners for the web, forms used.
15	Project presentation In this penultimate week, students present their semester projects in the laboratory, as well as discuss them critically. Portfolio of digital works completed during the semester. Final critique of projects, and extraction into a single element of the processes.
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• “DESIGN TH!NKING” - The act or practice of using your mind to consider design, Gavin Ambrose, Paul Harris, Kanada 2010
References	• “Design Thinking: The Handbook”, By Falk Uebernickel, Li Jiang, Walter Brenner, Britta Pukall, Therese Naef, Bernhard Schindlholzer, 2020 • “Logo Design Love: A Guide to Creating Iconic Brand Identities”, By David Airey, 2015 • “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 • “Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students”, by Ellen Lupton, 2024 • “Adobe Design Basics”, by Thomas Payne, 2023
Course Outcome	
1	Identifying main elements of design, concept of colors, typography and format.
2	Understanding how basic principles of design work to create good visual compositions.
3	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.
4	Applying different techniques in practical projects, such as posters, logos and promotional materials.
5	Giving constructive criticism for their own and others' projects.
6	Evaluating and arguing the choices made in a given project.
7	Creating original projects using the learned concepts and techniques.
8	Using graphic softwares such as: Adobe Illustrator, Photoshop, InDesign, for these purposes.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	10	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			50
Final exam percent			50
Total			100
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.)	14	5	70
Duties	1	3	3
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			124
Total Work Load / 25 (hours)			4.96
ECTS			5.00