

BA IN GRAPHIC DESIGN (TAUGHT IN BULGARIAN)

Brief presentation of the program: Training in the program during the first two years covers general education; training in basic scientific directions in two-semester courses: Aesthetics and Theory of Art, General History of art, Composition in visual arts, Culture and Semiotics, Human culture, Mythology and religion, The Art of Theater, Bulgarian language - reading and writing; practical courses: Practical aspects of Graphic design, Applied aspects of Graphic design, Computer creating and image processing, Computer Tools for Graphic design, Study and portrait etc. During the third and fourth year training is organized in specialized courses in the program and extracurricular learning modes, including apprenticeships and internships.

Major and professional qualification

Major: Graphic design

Qualification: Graphic designer

PPROGRAM

First semester courses

BASIC COURSES

GENB029 Aesthetics and Theory of Art 30 academic hours, 1/2, 3 credits

GENB021A Mythology and religion 30 academic hours, 1/2, 3 credits

GENB026 Human culture 30 academic hours, 1/2, 3 credits

GENB039 Bulgarian language - reading and writing 30 academic hours, 1/2, 3 credits

PRACTICAL CREDIT COURSES

VACB101 Applied aspects of Graphic design - I part 30 academic hours, 3 credits

VACB102 Practical aspects of graphic design - I part 30 academic hours, 3 credits

VACB103 Ancient and Modern letter – sign and form 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

ADVB110 Seminar: "Relationships advertiser - advertising agency" 30 academic hours

Second semester courses

BASIC COURSES

GENB029 Aesthetics and Theory of Art 30 academic hours, 2/2, 3 credits

GENB021A Mythology and religion 30 academic hours, 2/2, 3 credits

GENB026 Human culture 30 academic hours, 2/2, 3 credits

GENB039 Bulgarian language - reading and writing 30 academic hours, 2/2, 3 credits

PRACTICAL CREDIT COURSES

PHOB201 Practical and applied aspects in the Photographic Art 30 academic hours, 3 credits

VACB201 Applied aspects of Graphic design - II part 30 academic hours, 3 credits

VACB202 Practical aspects of Graphic design - II part 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

ADVB210 Seminar: "Marketing, Advertising and Graphic design" 30 academic hours

Third semester courses

BASIC COURSES

GENB030B General History of Art 30 academic hours, 1/2, 3 credits
GENB025 Culture and Semiotics 30 academic hours, 1/2, 3 credits
GENB031 Composition in Visual Arts 30 academic hours, 1/2, 3 credits
GENB038 Art of Theater 30 academic hours, 1/2, 3 credits
GENB057 Means of expression in the Visual Arts 30 academic hours, 1/2, 3 credits
GENB058 Introduction to Christianity 30 academic hours, 1/2, 3 credits

PRACTICAL CREDIT COURSES

VACB004 Study and portrait - I part 30 academic hours, 3 credits
VACB005 Computer Processing and Image (Potoshop) - I part 30 academic hours, 3 credits
VACB006 Computer Tools for Graphic Design (CorelDraw) 30 academic hours, 3 credits
VACB013 Practical poster application 30 academic hours, 3 credits
VACB307 Presentation in Graphic design 30 academic hours, 3 credits
VACB308 compositional methods in Graphic design - I part 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

ADVB310 Seminar: "Internet advertising" 30 academic hours

Fourth semester courses

BASIC COURSES

GENB030B General History of Art 30 academic hours, 2/2, 3 credits
GENB025 Culture and Semiotics 30 academic hours, 2/2, 3 credits
GENB031 Composition in Visual Arts 30 academic hours, 2/2, 3 credits
GENB038 Art of Theater 30 academic hours, 2/2, 3 credits
GENB057 Means of expression in the Visual Arts 30 academic hours, 2/2, 3 credits
GENB058 Introduction to Christianity 30 academic hours, 2/2, 3 credits

PRACTICAL CREDIT COURSES

PHOB401 Advertising Photography - practical examples 30 academic hours, 3 credits
VACB007 Advertising - concepts, rules and examples 30 academic hours, 3 credits
VACB008 Study and portrait - II part 30 academic hours, 3 credits
VACB009 Computer Processing and Image (Potoshop) - II part 30 academic hours, 3 credits
VACB010 Vector computer graphics (Illustrator) 30 academic hours, 3 credits
VACB408 Compositional methods in Graphic design - II part 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

ADVB410 Seminar: "Television advertising" 30 academic hours

Fifth semester courses

BASIC COURSES

CASB530 Perspective 30 academic hours, 3 credits
VACB500 Theory and practice of Graphic design - Part I 30 academic hours, 3 credits
VACB501 Composition in Graphic design - Part I 30 academic hours, 3 credits
VACB502 Spatial Design - Part I 30 academic hours, 3 credits
VACB503 Illustration - Part I 30 academic hours, 3 credits
VACB504 Color science - Part I 30 academic hours, 3 credits
VACB505 Graphical page layout 30 academic hours, 3 credits

VIPB580 Font - Part I 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

ADVB516 Seminar: "Printed advertisement" 30 academic hours

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

CASB516 Project "Theory and practice of Graphic design" 30 academic hours, 3 credits

VACB515 Practice 90 academic hours, 9 credits

Sixth semester courses

BASIC COURSES

CASB699 Video Advertisement trends 30 academic hours, 3 credits

VACB600 Theory and practice of Graphic design - part II 30 academic hours, 3 credits

VACB601 composition in Graphic design - part II 30 academic hours, 3 credits

VACB602 Spatial Design - Part II 30 academic hours, 3 credits

VACB603 Illustration - Part II 30 academic hours, 3 credits

VACB604 Color science - Part II 30 academic hours, 3 credits

VACB606 Packaging design 30 academic hours, 3 credits

VIPB680 Font - Part II 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

ADVB613 Seminar: "Mobile technology as a communication platform" 30 academic hours

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

CASB609 Project "Theory and practice of graphic design" 30 academic hours, 3 credits

VACB615 Practice 90 academic hours, 9 credits

Seventh semester courses

BASIC COURSES

CASB749 Web publications / Dreamweaver / 30 academic hours, 3 credits

CASB832 Website Design 30 academic hours, 3 credits

VACB700 Visual communication graphics - Part I 30 academic hours, 3 credits

VACB701 Advertisement Art Design - Part I 30 academic hours, 3 credits

VACB702 3D Graphics and Animation (3 D Studio MAX) - Part I 30 academic hours, 3 credits

VACB704 Pagination (InDesign) - Part I 30 academic hours, 3 credits

VACB705 Book design - Part I 30 academic hours, 3 credits

VACB707 Animated graphics 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

CASB718 Workshop: "Computer Spatial" 30 academic hours

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

VACB710 Internship 120 academic hours, 12 credits

Eighth semester courses

BASIC COURSES

CASB824 Typography 30 academic hours, 3 credits

VACB800 Visual communication graphics - part II 30 academic hours, 3 credits

VACB801 Advertisement Art Design - Part II 30 academic hours, 3 credits

VACB802 3D Graphics and Animation (3D Studio MAX) - Part II 30 academic hours, 3 credits
VACB804 Pagation (InDisign) - Part II 30 academic hours, 3 credits
VACB805 Book design - part II 30 academic hours, 3 credits

PRACTICAL NON-CREDIT COURSES

ADVB811 Seminar: "Brand book" 30 academic hours

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

VACB810 Internship 180 academic hours, 18 credits