

## DESCRIPTION OF THE COURSE

Course Title: <b>Introduction to the specialty</b>	Code: <b>MpP21</b>	Semester: <b>I</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S)	Hours per semester: L – 45 hours S – 0 hours LW – 15 hours	Number of credits: <b>6</b>

### **LECTURERS:**

Assoc. Prof. Silvina Ilieva PhD, (FME), tel.: +359 32 659 625, e-mail: [silvina@tu-plovdiv.bg](mailto:silvina@tu-plovdiv.bg)

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**COURSE OBJECTIVES:** The course aims to acquaint students with the essence of the specialty, the basic terminology and the wide range of opportunities for realization in the professional field.

**COURSE DESCRIPTION:** The training is carried out in three modules, which represent the three main areas of the specialty "Design and Print Communications". The first module includes: design, photography, graphic software and prepress. The second module introduces students to the basic materials and technologies in the printing industry. The third module is related to the technical equipment and finishing processes.

**PREREQUISITES:** Interests in the field of graphic industry.

**TEACHING METHODS:** Lectures using multimedia presentations and demo-programs, seminars and laboratory exercises with individual and group tasks.

**METHOD OF ASSESSMENT:** Continuous assessment at the end of the course.

**LANGUAGE OF INSTRUCTION:** Bulgarian

**LITERATURE RECOMMENDED:** 1. Райън, У. и Т. Коновър. Графичната Комуникация Днес, част първа, София, Дуо Дизайн, 2008, 368с.; 2. Райън, У. и Т. Коновър. Графичната Комуникация Днес, част втора, София, Дуо Дизайн, 2008, 336с.; 3. Helmut Kipphan, Handbook of Print Media, Springer, Germany, 2001, 1280p.; 4. Sardjeva R., Printing Technologies, Siela Soft and Publishing, ISBN 978-954-28-0606-6, 2009, 424 p.; 5. Sardjeva R., Inks, Printing Materials, Siela Soft and Publishing, ISBN 978-954-28-1383-5, 2013, 260 p.; [www.aiga.org](http://www.aiga.org)

## DESCRIPTION OF THE COURSE

Course Title: <b>Media and printing materials I</b>	Code: <b>MpP22</b>	Semester: <b>I</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S)	Hours per semester: L – 45 hours S – 0 hours LW – 30 hours	Number of credits: <b>6</b>

### LECTURER(S):

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** The aim of the course is to acquaint students with the various printing materials used as a carrier of the printed image. At the end of the course students know the structure of materials, physical and physico-chemical processes taking place in them and their respective behavior in the printing process.

**DESCRIPTION OF THE COURSE:** The program of the course includes the main types of substrates with their classifications according to a number of factors. These include paper substrates including cardboard, non-absorbent substrates - flexible packaging, PVC, PET, PE, BOPP, PP and many others. The course is mandatory and fundamental for the study of technological processes and interactions in the graphics industry. Knowledge of the materials is a prerequisite and possibility for engineering-technological analysis of possibilities for application of the materials with a predictable, qualitative result.

**PREREQUISITES:** Disperse systems, Physico-chemical processes in materials, Mechanics of fluids, Colorimetry, Behavior of materials.

**TEACHING METHODS:** Lectures using presentations and other visual materials, laboratory exercises with conducting experiments for research and measurement of specific characteristics, protocols with analysis of the conducted experience.

**METHOD OF ASSESSMENT:** Exam.

**INSTRUCTION LANGUAGE:** Bulgarian

**BIBLIOGRAPHY:** 1. Sardjeva R., Printing Technologies, Siela Soft and Publishing, ISBN 978-954-28-0606-6, 2009, 424 pp.; 2. Sardjeva R., Inks, Printing Materials, Siela Soft and Publishing, ISBN 978-954-28-1383-5, 2013, 260 pp.; Helmut Kipphan, Handbook of PrintMedia, Springer, Germany, 2001; 4. Lapatuhin B. C., Print processes, Kniga, Moskva, 1976; 5. The Handbook for Digital Printing and Variable Data Printingby, Penny K. Bennett, Ph.D. with Harvey Robert Levenson, Ph.D., and Frank J. Romano, PIA/GATFPittsburgh 2007; 6. ECI Guidelines, Guidelines for device-independent color data processing in accordance with the ICC Standard, version 1.1, 05.2000, [www.eci.org](http://www.eci.org); 7. Poprjaduhin P. A., Technologies of printing processes, Kniga, Moskva, 1980; 8. Kozarovitckii, L.A., Paper and Inks in the print processes, Kniga, Moskva 1976; 9. Kolosov A. I., Andreev U.C. and etc., Printing industry technologies, Kniga, Moskva, 1986.

## DESCRIPTION OF THE COURSE

Course Title:: <b>Printing technologies I</b>	Code: <b>MpP23</b>	Semester: <b>I</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S) Course Work (CW)	Hours per semester: L – 30 hours S – 0 hours LW – 30 hours CW	Number of credits: <b>6</b>

### **LECTURER(S):**

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** In this first part of the printing technologies, all current conventional printing methods are considered with their characteristic - printing form and printing pressure during the transfer of the ink image. After successfully completing a course of study, students have in-depth knowledge of the technological characteristics and processes of each conventional technology, respectively their capabilities and application in the graphics industry..

**DESCRIPTION OF THE COURSE:** The program of the discipline includes structure, composition and production of printed forms; physico-chemistry of the printing process; processes and interactions in the press, technological and technical parameters of each of the technologies. The study of technologies and technological processes is a prerequisite and opportunity for engineering and technological analysis of opportunities for application, integration, development and management of production and technological processes with achieving high quality and cost-effective results.

**PREREQUISITES:** Disperse systems, Physico-chemical processes in printing, Fluid mechanics, Colorimetry, Behavior of materials, Elastic and plastic deformations, Wetting angle, Electrostatic interactions, Chemical interactions, Adhesion and cohesion..

**TEACHING METHODS:** Lectures using presentations and other visual materials, laboratory exercises with conducting experiments for research and measurement of specific characteristics, protocols with analysis of the conducted experience, seminars in real conditions with a given technological problem for analysis and solution.

**METHOD OF ASSESSMENT:** Written Exam.

**INSTRUCTION LANGUAGE:** Bulgarian

**BIBLIOGRAPHY:** 1.Sardjeva R., Printing Technologies, Siela Soft and Publishing, ISBN 978-954-28-0606-6, 2009, 424 pp., 2.Sardjeva R., Inks, Printing Materials, Siela Soft and Publishing, ISBN 978-954-28-1383-5, 2013, 260 pp. 3.Helmut Kipphan, Handbook of PrintMedia, Springer,Germany, 2001;4. Lapatuhin B. C., Print processes, Kniga, Moskva, 1976, 5. The Handbook for Digital Printing and Variable\_Data Printingby, 6. Penny K. Bennett, Ph.D. with Harvey Robert Levenson, Ph.D., and Frank J. Romano, PIA/GATF Press Pittsburgh 2007 ECI Guidelines, Guidelines for device-independent color data processing in accordance with the ICC Standard, version 1.1, 05.2000, [www.eci.org](http://www.eci.org), 7. Poprjaduhin P. A., Technologies of printing processes, Kniga, Moskva, 1980, 9. Kozarovitckii, L.A., Paper and Inks in the print processes, Kniga, Moskva 1976; 10. Kolosov A. I., Andreev U.C. and etc., Printing industry technologies, Kniga, Moskva,1986.

## DESCRIPTION OF THE COURSE

Course Title: <b>Printing systems I</b>	Code: <b>MpP24</b>	Semester: <b>I</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S)	Hours per semester: L – 45 hours S – 0 hours LW – 15 hours	Number of credits: <b>6</b>

### LECTURER(S):

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** „Printing systems - part I represents the general principles and methods of configuring and construction of different types of sheet and roll printing systems as well as the operating principles according to the printing technology and the manufactured products. It is focused on the specific structural elements and mechanisms (a printing apparatus, an ink apparatus, a moisturizing apparatus, seaming machines, etc.), basic features, indices, construction and application. Students gain visual knowledge of the printing machines during the seminars and learn how to integrate individual components and mechanisms according to the purpose.

**DESCRIPTION OF THE COURSE:** The main topics concern: printing machines, offset printing machines, duplex printing machines, roll offset printing machines, newspaper printing machines, hybrid printing machines, deep drawing printing machines, letterpress printing machines, flexo printing machines, remote control, automated industrial printing. |

**PREREQUISITES:** Knowledge required: mathematics, physics, mechanics, machine elements, which are the basis of developing universal methods for universal solution to the problems related to printing technology. |

**TEACHING METHODS:** Lectures - using slides and case studies; seminars – students learn how to work with MATLAB, Fusion 360. |

**METHOD OF ASSESSMENT:** Written examination. Course work – description and defence. |

**INSTRUCTION LANGUAGE:** Bulgarian |

**BIBLIOGRAPHY:** 1. Лекции по дисциплината „Печатни машини 1 част“; 2. Helmut Kipphan, Handbook of PrintMedia, Springer, Germany, 2001; 3. Hird, Kenneth F., Offset Lithographic Technology. Tinley Park, Goodheart - Willcox, USA, 2000; 4. Johansson, Lundberg & Ryberg, A guide to graphic print production, John Wiley & Sons Inc., Hoboken, USA 2003;. 5. Периодична професионална литература: сп. Print-Pack magazine, PrintProcess, Expressis verbis, Expressis technics, Printing World, Deutcher Drucker и др. |

## DESCRIPTION OF THE COURSE

Course Title: <b>Graphic design I</b>	Code: <b>MpP25</b>	Semester: <b>I</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S) Course project(CP)	Hours per semester: L – 45 hours S – 0 hours LW – 30 hours CP	Number of credits: <b>6</b>

### **LECTURER(S):**

[Assoc. Prof. Silvina Ilieva PhD, (FME), tel.: +359 32 659 625, e-mail: [silvina@tu-plovdiv.bg](mailto:silvina@tu-plovdiv.bg) ]

Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** [Students gain basic knowledge and skills related to the graphic design of the advertising industry. Acquire skills to perform simple tasks in the field of visual communication, consistent with the basic artistic and aesthetic principles of graphic design. At the end of the training students have the necessary minimum knowledge in the field of graphic design, which will further serve their future realization.]

**DESCRIPTION OF THE COURSE:** [The main topics concern: The main topics: Graphic design - contemporary art for visual communication; Styles and trends in art influenced design; Basic concepts and terms in graphic design; Basic elements and principles of graphic design: line and shape, color, composition, font, typography and calligraphy, illustration, photography; Design thinking; Visual hierarchy; History of graphic signs and symbols; Logo and logodesign; Graphic identity design; Creating a graphic identity guide; Design of printed advertising materials, etc.]

**PREREQUISITES:** [Color Science, Prepress, Graphic Software, Analog and Digital Photography, Font and Typography, Book and book body, Printing technologies, Marketing and advertising.]

**TEACHING METHODS:** [Lectures, using multimedia presentations, laboratory work on main topics with individual practical exercises.]

**METHOD OF ASSESSMENT:** [Written exam – test (1/3), laboratory work (2/3). Course project (CP) is a separate assessment.]

**INSTRUCTION LANGUAGE:** [Bulgarian]

**BIBLIOGRAPHY:** [1.Илиева, С. Графичен дизайн – съвременното изкуство за визуална комуникация, учебно пособие, Издателство КСИ, Пловдив 2015, ISBN 978-954-2942-16-0, 2. Райън, У. и Т. Коновър. Графичната Комуникация Днес, част първа, четвърто издание, София.: Дуо Дизайн, 2008. 368 с., 3. Райън, У. и Т. Коновър. Графичната Комуникация Днес, част втора, четвърто издание, София.: Дуо Дизайн, 2008. 336 с., 4. Станчева, М. Анонимният известен, Пловдив.: Жанет 45, 2007. 192 с., 5. Петрова, З. Дизайн на лого –развитие и съвременни тенденции, автореферат, София.: НХА, 2013. 25 с., 6. Дамьянов, Б. Композицията. История и проблематика на понятието в изобразителното изкуство. Пловдив.: ПУ “Паисий Хилендарски”, 1998. 228 с., 7. Паркър, Р. Професионален дизайн в рекламата, София.: Софтпрес, 2008. 280 с., 8. Berger, W. Advertising today, Phaidon, 2001. 512 с., 9. Kozak, G., Wiedemann, J. Package design Now!, София.: Алианс-97, 2008. 414 с., 10. The best of letterhead & logo design, Rockport Publishers, Inc. 2012. 352 с. Web sites: [www.aiga.org](http://www.aiga.org), [www.graphic-design.com](http://www.graphic-design.com), [www.allgraphicdesign.com](http://www.allgraphicdesign.com), [www.goodlogo.com](http://www.goodlogo.com), [www.paul-rand.com](http://www.paul-rand.com), [www.stefankanchev.com](http://www.stefankanchev.com), [www.academyposter.com](http://www.academyposter.com), [www.soemus.com](http://www.soemus.com), [www.posterhouse.org](http://www.posterhouse.org), [www.adc.bg](http://www.adc.bg).]

## DESCRIPTION OF THE COURSE

Course Title: <b>Prepress</b>	Code: <b>MpP26</b>	Semester: <b>II</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S) Course Work (CW)	Hours per semester: L – 45 hours S – 0 hours LW – 45 hours CW	Number of credits: <b>6</b>

### LECTURER(S):

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** The aim of the main course is for future specialists in ."Graphic Design and Printing" to gain more specific knowledge about the processes involved in the preparation of each print publication. This knowledge is extremely important in their future implementation in all areas of the graphics industry.

**DESCRIPTION OF THE COURSE:** The main topics: original types to make a printed publication, types of scanners and their purpose, raster and vector graphics, file formats for prepress, types of photographic images and specifics of preparation for printing, RAW format – key features and opportunities, HDR images, vectorizing scanned images – manually and automatically, word processing in making a printed publication, resolution of the printed publication and its relationship with the lineature, specifications required for preparing a printed publication with spot colors – overprinting and trapping, color reproduction, color cal-stripes, color samples and fingerprint control, ICC profiles, bitmap and raster graphics, moire, RIP(raster image processor).

**PREREQUISITES:** Introduction to the specialty, Color Science, Graphic Software, Information and Communication Technologies, Internet Technologies.

**TEACHING METHODS:** Lectures, using multimedia presentations, laboratory work on main topics with individual and group practical exercises.

**METHOD OF ASSESSMENT:** Written exam (40%), laboratory work (30%), Course work (30%)

**INSTRUCTION LANGUAGE:** Bulgarian

**BIBLIOGRAPHY:** Лолър, Б. Дизайн, предпечат и печат – Официално ръководство на Adobe, София.: Софтпрес, 2006. 188 с., Михайлов, И. Наръчник по предпечатна подготовка, второ издание, София.: Книгоиздателство Асеновци, 2010. 170 с., Качин Н.Б., Спиридонов И.Т., Печатни процеси, С., ИК “Плеяда”, 2000. Лекции на преподавателя по дисциплината, Списание “Полиграфия”, Полянски, Н.Н. Технология на полиграфическото производство, изд. Техника, Adobe Photoshop CS 5, Официален учебен курс, Софт Прес, София, 2011., Смит, Д., К., Герънтъби, Ф. Illustrator CS5 for DUMMIES, София.: ИК Алекс-Софт, 2011. 272 с., **Web sites:** [www.prograficamagazine.bg](http://www.prograficamagazine.bg), [www.printguide.info](http://www.printguide.info), [www.prepress.bg](http://www.prepress.bg), [www.bulged.wordpress.com](http://www.bulged.wordpress.com)

## DESCRIPTION OF THE COURSE

Course Title: <b>Media and printing materials II</b>	Code: <b>MpP27</b>	Semester: <b>II</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S)	Hours per semester: L – 45 hours S – 0 hours LW – 30 hours	Number of credits: <b>6</b>

### **LECTURER(S):**

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Assist. Prof. Kalina Kamarska PhD, (FME), tel.: +359 32 659 672, e-mail: [kamarska@tu-plovdiv.bg](mailto:kamarska@tu-plovdiv.bg)

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** The aim of the course is to acquaint students with the different printing materials that create the color reproduction of the printed image. At the end of the course students know the structure of materials, physical and physico-chemical processes occurring in them, their methods of drying and interaction and their respective behavior in the printing process..

**DESCRIPTION OF THE COURSE:** The program of the course includes the main types of inks with their classifications according to the technology, which is provided by a number of other factors. These include inks for conventional and digital printing technologies under various types of dispersed systems - suspensions, emulsions, toners and more. The course is mandatory and fundamental for the study of technological processes and interactions in the graphics industry. Knowledge of the materials is a prerequisite and possibility for engineering-technological analysis of possibilities for application of the materials with a predictable, qualitative result.

**PREREQUISITES:** Disperse systems, Physico-chemical processes in materials, Mechanics of fluids, Colorimetry, Behavior of materials.

**TEACHING METHODS:** Lectures using presentations and other visual materials, laboratory exercises with conducting experiments for research and measurement of specific characteristics, protocols with analysis of the conducted experience.

**METHOD OF ASSESSMENT:** Exam.

**INSTRUCTION LANGUAGE:** Bulgarian

**BIBLIOGRAPHY:** 1. Sardjeva R., Printing Technologies, Siela Soft and Publishing, ISBN 978-954-28-0606-6, 2009, 424 pp.2. Sardjeva R., Inks, Printing Materials, Siela Soft and Publishing, ISBN 978-954-28-1383-5, 2013, 260 pp.3. Helmut Kipphan, Handbook of PrintMedia, Springer,Germany, 2001; 4. Lapatuhin B. C., Print processes, Kniga, Moskva, 1976. 5. The Handbook for Digital Printing and Variable Data Printingby, Penny K. Bennett, Ph.D. with Harvey Robert Levenson, Ph.D., and Frank J. Romano, PIA/GATFPittsburgh 2007. 6. ECI Guidelines, Guidelines for device-independent color data processing in accordance with the ICC Standard, version 1.1, 05.2000, [www.eci.org](http://www.eci.org). 7. Poprjaduhin P. A., Technologies of printing processes, Kniga, Moskva, 1980. 8. Kozarovitckii, L.A., Paper and Inks in the print processes, Kniga, Moskva 1976. 9. Kolosov A. I., Andreev U.C. and etc., Printing industry technologies, Kniga, Moskva,1986.

## DESCRIPTION OF THE COURSE

Course Title: <b>Printing technologies II</b>	Code: <b>MpP28</b>	Semester: <b>II</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S) Course Work (CW)	Hours per semester: L – 30 hours S – 0 hours LW – 30 hours CW	Number of credits: <b>6</b>

### LECTURER(S):

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** In this part of the printing technologies, all digital (NIP) printing methods are considered with their characteristic - masterless contactless information transfer and digitalized workflow. After successfully completing a course of study, students have in-depth knowledge of the technological characteristics and processes of each digital technology, respectively their capabilities and application in the graphics industry.

**DESCRIPTION OF THE COURSE:** The program of the course includes structure, composition and production of the constructive elements, generating or carrying on itself the graphic information; physico-chemistry of the printing process; processes and interactions in the press, technological and technical parameters of each of the technologies. The study of technologies and technological processes is a prerequisite and opportunity for engineering and technological analysis of opportunities for application, integration, development and management of production and technological processes with achieving high quality and cost-effective results.

**PREREQUISITES:** Disperse systems, Physico-chemical processes in printing, Fluid mechanics, Colorimetry, Behavior of materials, Elastic and plastic deformations, Wetting angle, Electrostatic interactions, Chemical interactions, Adhesion and cohesion, Fixing and drying processes.

**TEACHING METHODS:** Lectures using presentations and other visual materials, laboratory exercises with conducting experiments for research and measurement of specific characteristics, protocols with analysis of the conducted experience, seminars in real conditions with a given technological problem for analysis and solution.

**METHOD OF ASSESSMENT:** Written Exam.

**INSTRUCTION LANGUAGE:** Bulgarian

**BIBLIOGRAPHY:** 1.Sardjeva R., Printing Technologies, Siela Soft and Publishing, ISBN 978-954-28-0606-6, 2009, 424 pp., 2.Sardjeva R., Inks, Printing Materials, Siela Soft and Publishing, ISBN 978-954-28-1383-5, 2013, 260 pp. 3.Helmut Kipphan, Handbook of PrintMedia, Springer,Germany, 2001;4. Lapatuhin B. C., Print processes, Kniga, Moskva, 1976, 5. The Handbook for Digital Printing and Variable\_Data Printingby, 6. Penny K. Bennett, Ph.D. with Harvey Robert Levenson, Ph.D., and Frank J. Romano, PIA/GATF Press Pittsburgh 2007 ECI Guidelines, Guidelines for device-independent color data processing in accordance with the ICC Standard, version 1.1, 05.2000, [www.eci.org](http://www.eci.org), 7. Poprjaduhin P. A., Technologies of printing processes, Kniga, Moskva, 1980, 9. Kozarovitckii, L.A., Paper and Inks in the print processes, Kniga, Moskva 1976; 10. Kolosov A. I., Andreev U.C. and etc.,

## DESCRIPTION OF THE COURSE

Course Title: <b>Printing systems II</b>	Code: <b>MpP29</b>	Semester: <b>II</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S)	Hours per semester: L – 45 hours S – 0 hours LW – 30 hours	Number of credits: <b>6</b>

### LECTURER(S):

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Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** „Printing systems - part II represents the general principles and methods of configuring and construction of different types of digital printing systems as well as the operating principles according to the printing technology and the manufactured products. It is focused on the specific structural elements and mechanisms (an exposure device, a photosensitive cylinder, a fixing device, mechanism for substrate guidance, etc.), basic features, indices, construction and application. Students gain visual knowledge of the digital printing machines during the seminars and learn how to integrate individual components and mechanisms according to the purpose.“

**DESCRIPTION OF THE COURSE:** [The main topics concern: computer to film technology, computer to plate technology, computer to press/direct imaging technology, methods for printing without a printing plate – NIP technology, electrophotography, inkjet printing, thermography, scanners, 3D printers.]

**PREREQUISITES:** [Knowledge required: mathematics, physics, mechanics, machine elements, which are the basis of developing universal methods for universal solution to the problems related to printing technology.]

**TEACHING METHODS:** [Lectures - using slides and case studies; seminars – students learn how to work with Fusion 360, Cura 3D print.]

**METHOD OF ASSESSMENT:** [Written examination.]

**INSTRUCTION LANGUAGE:** [Bulgarian ]

**BIBLIOGRAPHY:** [1. Лекции по дисциплината „Печатни машини 2 част“; 2. Helmut Kipphan, Handbook of PrintMedia, Springer, Germany, 2001; 3. Stephen D. Hoath, Fundamentals of Inkjet Printing: The Science of Inkjet and Droplets, Wiley, USA 2012; 4. Периодична професионална литература: сп. Print-Pack magazine, PrintProcess, Expressis verbis, Expressis technics, Printing World, Deutcher Drucker и др.]

## DESCRIPTION OF THE COURSE

Course Title: <b>Graphic design II</b>	Code: <b>MpP30</b>	Semester: <b>II</b>
Type of teaching: Lectures (L) Laboratory work/Seminars (LW/S) Course project (CP)	Hours per semester: L – 60 hours S – 0 hours LW – 30 hours CP	Number of credits: <b>6</b>

### **LECTURER(S):**

Assoc. Prof. Silvina Ilieva PhD, (FME), tel.: +359 32 659 625, e-mail: [silvina@tu-plovdiv.bg](mailto:silvina@tu-plovdiv.bg)

Technical University of Sofia, Plovdiv Branch

**COURSE STATUS IN THE CURRICULUM:** Compulsory course for students of „Design and Print Communications“ in the Master’s degree program.

**AIMS AND OBJECTIVES OF THE COURSE:** Students gain knowledge and skills related to the graphic design of the advertising industry. Acquire skills to perform more complex tasks in the field of visual communication and advertising. At the end of the training the students have serious knowledge in the field of graphic design, which will be used for their future realization.

**DESCRIPTION OF THE COURSE:** The main topics: Infographics - an effective method for developing and sharing concepts through visual design; Accompanying advertising materials; Poster design - theatrical (stage) poster, movie poster, propaganda and political poster, social poster, advertising poster; Polish Poster School; Outdoor advertising - main characteristics, types, application; Features in the design of outdoor advertising; Product design; Smart packaging; Trends in packaging design; Cardboard packaging - software for structural and graphic design; Graphic design for web environment; Graphic design for the television and film industries.

**PREREQUISITES:** Color Science, Prepress, Graphic Software, Film (Analogue) and Digital Photography, Font type and Typography, Book Design, Printing Technologies, Marketing and advertising Graphic Design I, Web Design.

**TEACHING METHODS:** Lectures, using multimedia presentations, laboratory work on main topics with individual practical exercises.

**METHOD OF ASSESSMENT:** Written exam – test (1/3), laboratory work (1/3) and course work (1/3).

**INSTRUCTION LANGUAGE:** Bulgarian

**BIBLIOGRAPHY:** 1.Илиева, С. Графичен дизайн – съвременното изкуство за визуална комуникация, учебно пособие, Издателство КСИ, Пловдив 2015, ISBN 978-954-2942-16-0, 2. Райън, У. и Т. Коновър. Графичната Комуникация Днес, част първа, четвърто издание, София.: Дуо Дизайн, 2008. 368 с., 3. Райън, У. и Т. Коновър. Графичната Комуникация Днес, част втора, четвърто издание, София.: Дуо Дизайн, 2008. 336 с., 4. Станчева, М. Анонимният известен, Пловдив.: Жанет 45, 2007. 192 с., 5. Петрова, З. Дизайн на лого –развитие и съвременни тенденции, автореферат, София.: НХА, 2013. 25 с., 6. Дамянов, Б. Композицията. История и проблематика на понятието в изобразителното изкуство. Пловдив.: ПУ “Паисий Хилендарски”, 1998. 228 с., 7. Паркър, Р. Професионален дизайн в рекламата, София.: Софтпрес, 2008. 280 с., 8. Лолър, Б. Дизайн, предпечат и печат – Официално ръководство на Adobe, София.: Софтпрес, 2006. 188 с., 9. Berger, W. Advertising today, Phaidon, 2001. 512 с., 10. Kozak, G., Wiedemann, J. Package design Now!, София.: Алианс-97, 2008. 414 с., 11. The best of letterhead & logo design, Rockport Publishers, Inc. 2012. 352 с. Web sites: [www.aiga.org](http://www.aiga.org), [www.graphic-design.com](http://www.graphic-design.com), [www.allgraphicdesign.com](http://www.allgraphicdesign.com), [www.goodlogo.com](http://www.goodlogo.com), [www.paul-rand.com](http://www.paul-rand.com), [www.stefankanchev.com](http://www.stefankanchev.com), [www.academyposter.com](http://www.academyposter.com), [www.socmus.com](http://www.socmus.com), [www.posterhouse.org](http://www.posterhouse.org), [www.adc.bg](http://www.adc.bg)