

DESCRIPTION OF THE COURSE

Name of the course: Digital Photography	Code: BpP06	Semester: 5
Type of teaching: Lectures (L) Laboratory work (LW)	Hours per semester: L – 30 hours LW – 30 hours	Number of credits: 5

LECTURER(S):

Assoc. Prof. Eng. Raycho Raychev, PhD (FME), tel.: +359 89 5581138, e-mail: rpraichev@tu-plovdiv.bg

Chief Assist. Prof. Eng. Valeri Bakardzhiev PhD, (FME), tel.: +359 32 659 519, e-mail: bakardzhiev@tu-plovdiv.bg

Assist. Prof. Eng. Georgi Raynov, (FME), tel: +359 32 659 513, e-mail: raynov@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject in the curriculum for training students to obtain Bachelor's degree in Design and Print Communications, Professional orientation 5.13 General Engineering, Field 5. Technical Sciences

AIMS AND OBJECTIVES OF THE COURSE: The course is aimed at creating images through digital cameras. It is practice-based professional learning. Students also acquire knowledge of principles of working with digital cameras and taking photographs. The captured images are used in design and printing. This is a foundation course for students majoring in "Graphic Design and Printing."

DESCRIPTION OF THE COURSE: The main topics concern: types of digital cameras, lenses, sensors in digital cameras, graphic file formats in digital photography, focus modes of digital cameras, exposure, dynamic range, composition, working with continuous lighting, working with a flash, digital camera accessories.

PREREQUISITES: Film photography, graphics software, color theory and pre-press.

TEACHING METHODS: Lectures – using slides and case studies; laboratory work - working with digital cameras and taking photographs.

METHOD OF ASSESSMENT: Written examination (80%), laboratory work (20%).

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1. Лекции по дисциплината „Цифрова фотография“, 2. Гаткъм К., Всичко за фотографията, Книгомания, София, 2018; 3. Келби С., Тайните на цифровата фотография, част 1-13; Алекссофт, София, 2014; 4. Отраслови списания

DESCRIPTION OF THE COURSE

Name of the course Basics of optics and colorimetry	Code: : BpP07	Semester: 3
Type of teaching: Lectures laboratory work;	Lessons per week: L – 30 hours; LW – 15 hourc	Number of credits: 4

LECTURER:

Prof. Petya Pavlova, PhD (FEA), +359 32 659 705, e-mail: p_pavlova@tu-plovdiv.bg
Chief Assist. Prof. Eng. Valeri Bakardzhiev PhD, (FME), tel.: +359 32 659 519, e-mail: bakardzhiev@tu-plovdiv.bg
Assist. Prof. Eng. Georgi Raynov,(FME), tel: +359 32 659 513, e-mail: raynov@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject in the curriculum for training students to obtain Bachelor's degree in Design and Print Communications, Professional orientation 5.13 General Engineering, Field 5. Technical Sciences.

AIMS AND OBJECTIVES OF THE COURSE: The main purpose creation of basic knowledge of the characteristics of optical radiation, currently used element base in optics, optical imaging systems, optical radiation modulators, light sources, principles and standards in colorimetry, color systems and color atlases, including visual illusions.

DESCRIPTION OF THE COURSE: The main topics concern: basic laws of geometric and wave optics that describe phenomena during objects imaging; optical elements and devices; principles of devices creation and optical systems features. Special topics on colorimetry, light sources and optical modulators are included as an important part of colors control and rendering, and documents security and printed advertisements. Laboratory work covers the bases of application of optical systems and measurement of their features.

PREREQUISITES: Physics, Mathematics, Colour knowledge and chromatics

TEACHING METHODS: The lectures are organized with a partial using of multimedia presentations. Laboratory work is carried out to a special laboratory. All the sub-groups of students work on one task. The assignment is developed using own made measurements obtained during the laboratory work.

METHOD OF ASSESSMENT: An exam test weighted by coefficient of 0,7 and the results of laboratory work (coefficient 0,3) form the final assessment.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1.Вълева, Е. А., Техническа оптика. С., Техника, 1993.2.Вълева, Е. А., Оптични уреди. С., Техника, 1993. 3. Rolf G. Kuehni, Color Space and Its Divisions: Color Order from Antiquity to the Present, John Wiley & Sons, 2003 г. 4. International commission on illumination, Colorimetry. Third Edition. Publication CIE N15.3:2004 5. Goldstein B. Encyclopedia of perception. SAGE Publications, Inc. 2010. 7. <http://www.edmundoptics.com/> 8. <http://www.rp-photonics.com/>9. <http://www.colorbasics.com/> 10. <http://www.brucelindbloom.com> 11. <https://ncscolour.com/ncs/> 12. <https://munsell.com/>;13. <https://www.pantone.com>;14. <http://plc.cwru.edu/tutorial/enhanced/files/lc/intro.htm>; 15. ICC 1:2004-10 - Image technology colour management — Architecture, profile format, and data structure 16. Глосар на СЪБЕТА на ЕС Защитени документи, защитни елементи и други свързани с тях технически термини

DESCRIPTION OF THE COURSE

Name of the course: Font and Typography	Code: BpP08	Semester: 5
Type of teaching: Lectures (L) Laboratory work (LW)	Hours per semester: L – 30 hours LW –30 hours	Number of credits: 6

LECTURER(S):

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

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject from the curriculum for training of students to obtain Bachelor's degree, specialty Design and Print Communications, Professional orientation 5.13 Basic Engineering, Field 5. Technical Sciences.

AIMS AND OBJECTIVES OF THE COURSE: Students should gain theoretical knowledge and acquire practical skills in the field of font and typography. At the end of the course students will have serious knowledge of the historical development of the fonts, characteristics and features of the types of fonts in different periods and typography, as a science of skillful and aesthetic use of the font.

DESCRIPTION OF THE COURSE: The main topics: Font history; Approval of the alphabet; The first alphabet; Capitals; Rome - perfection of form; Transition from uppercase to lowercase letters; Gothic - breaking the shape of the letters; Book printing; Font development during the Renaissance; Types of antique fonts; Baroque and Rococo fonts; Fonts in the 19th and 20th centuries; Development of Slavic fonts; Basic concepts related to font and typography; Font architecture - basic and additional building elements; Types of fonts and their application in graphic design.

PREREQUISITES: Color Science, Prepress, Graphic Software, Fine Arts.

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

METHOD OF ASSESSMENT: Written exam – test (50%), laboratory work (50%).

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1. McNeil P, *The Visual History of Type*, 2017, 672p., 2. Bringhurst R., *The Elements of Typographic Style*, 2013, 382p., Coles S., 3. *The Anatomy of Type*, 2012, 256p., 4. Blackwell L., *Twentieth-Century Type*, 2004, 216p., 5. Йончев, В. *Шрифтът през вековете*, София.: Български художник, 1971. 410, 6. Йончев, В., Йончева О., *Древен и съвременен български шрифт*. – София: Български художник, 1982. 7. *Кирилицата и глаголицата*. – София: Кирил Гогов и синове, 1997. 8. Илиева, С. *Графичен дизайн – съвременното изкуство за визуална комуникация*, учебно пособие, Издателство КСИ, Пловдив 2015, 9. Райън, У. и Т. Коновър. *Графичната Комуникация Днес*, част първа, четвърто издание, София.: Дуо Дизайн, 2008. 368 с., 10, Райън, У. и Т. Коновър. *Графичната Комуникация Днес*, част втора, четвърто издание, София.: Дуо Дизайн, 2008. 336, <https://fontforge.org/>, <https://www.fontfabric.com/p> <http://www.balezdrov.comp> <https://localfonts.eup> <http://www.hermessoft.com>, <https://www.calligraphr.com>

DESCRIPTION OF THE COURSE

Name of the course: Graphic software II	Code: BpP09	Semester: 5
Type of teaching: Lectures (L) Laboratory work (LW) Current assessment (CA)	Hours per semester: L – 15 hours LW – 30 hours	Number of credits: 5
Course project (CP)	Code: BpP12	Number of credits: 2

LECTURER(S):

Assoc. Prof. Silvina Ilieva PhD, (FME), tel.: +359 32 659 625, e-mail: silvina@tu-plovdiv.bg
Assist. Prof. Eng. Alexandar Georgiev, (FME), tel: +359 32 659 513, e-mail: a_georgiev@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject from the curriculum for training of students to obtain Bachelor's degree, specialty „Design and Print Communications“, Professional orientation 5.13 General Engineering

AIMS AND OBJECTIVES OF THE COURSE: At the end of the course the students should be able to apply the basic principles of working in graphic design, to know and work freely with Adobe Photoshop and to create, improve or edit images, illustrations and retouching for multiple image formats and video files.

DESCRIPTION OF THE COURSE: The main topics concern: Getting to know the work area; Tools panel; Layer basics; Adjustments; Working with selections; Correcting and enhancing digital photographs; Masks and channels; Typographic design. Work with text; Vector drawing techniques; Smart objects; Painting with the mixer brush tool; Working with different effects; Preparation of files for the internet; Working with 3d images; Creating a video project; Producing and printing consistent color; Advanced compositing.

PREREQUISITES: Computing, Color Science, Prepress, Graphic software I, Digital photography.

TEACHING METHODS: Lectures using presentations and demo programs, laboratory exercises with creative tasks and course work. The course work must be defended. The laboratory exercises are conducted with specialized software in computer labs

METHOD OF ASSESSMENT: The achievement of the set goal of the training is controlled through CA (current assessment), which is formed on the basis of creative tasks (30%), laboratory exercises (20%) and Course project (50%)

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1. Adobe Photoshop CC: Официален курс на Adobe Systems, 2014, ISBN 978-954-656-277-7 2. [Кори Баркър](#), Photoshop трикове за дизайнери, 2016, ISBN 978-954-656-321-7 3. [Ренат Гайфулин](#), Уеб дизайн с Adobe Photoshop CC, 2016, ISBN 978-954-889-870-6 4. [Алън Б. Ууд](#), Цифрова палитра на графичния дизайнер, 2007, ISBN 954-839-630-0

DESCRIPTION OF THE COURSE

Name of the course: Media and printing materials I	Code: BpP25	Semester: 4
Type of teaching: Lectures (L) Laboratory work (LW)/Seminars (S) Course work (CW)	Hours per semester: L – 30 hours S – 0 hours LW – 30 hours	Number of credits: 6

LECTURER(S):

Assoc. Prof. Ivalina Petrova PhD, (FME), tel.: +359 32 659 671, e-mail: ivalinapetrova@tu-plovdiv.bg
Assist. Prof. Kalina Kamarska PhD, (FME), tel.: +359 32 659 672, e-mail: kamarska@tu-plovdiv.bg
Eng. Vladimir Angelov, tel: +359 89 6151226, e-mail: vl.angelov.tu@gmail.com

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory course from the curriculum for training students for Bachelor's degree, specialty "Design and Print Communications", professional field 5.13 General Engineering, field 5. Technical sciences.

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. 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

Name of the course: Packaging and packaging equipment	Code: BpP11	Semester: 5
Type of teaching: Lectures (L) Laboratory work (LW)	Hours per semester: L – 15 hours LW –15 hours	Number of credits: 3

LECTURER(S):

Assoc. Prof. Eng. Silvia Slalapateva, PhD (FME), tel.: +359 32 659 613, e-mail: sisisal@tu-plovdiv.bg
Assist. Prof. Eng. Adelina Vasileva, PhD (FME), tel.: тел.: +359 32 659 590, e-mail: adelina.bogoeva@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory facultative subject from the curriculum for training of students to obtain Bachelor's degree, specialty Design and Print Communications, Professional orientation 5.13 General Engineering, Field 5. Technical Sciences.

AIMS AND OBJECTIVES OF THE COURSE: After completing the course, students must acquire knowledge about: the different types of packaging, their functions, applications, materials from which they are made, international requirements and standards in production, distribution and recycling of packaging, structural design and related packaging equipment.

DESCRIPTION OF THE COURSE: The main topics concern: Packaging, Types of packaging - main functions and applications in various industries, Packaging materials for the manufacture and printing of packaging, Packaging technologies, Innovative packaging, Recycling of packaging waste or packaging materials, International requirements and standards for the production and distribution of packaging, Catons and printing papers, Structural design of cardboard boxes, Packaging equipment and mechanisms, etc.

PREREQUISITES The lecture material is enriched with examples and tasks, solved and found application in practice. Visual materials and slides are used. Laboratory exercises consolidate and expand the knowledge acquired in lectures.

TEACHING METHODS: The lecture material is enriched with examples and tasks, solved and found application in practice. Visual materials and slides are used. Laboratory works consolidate and expand the knowledge acquired in lectures.

METHOD OF ASSESSMENT: Current assessment.

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1. Милчо Ташев, (2014), Опаковъчна техника. 2. Benmeziane Farida, (2015), Cours Emballage et Stockage des aliments. 3. Herblot C. Collège P. Labonde, (2009), Étudier l’historique des emballages et leurs contraintes. 4. Coles, R., McDowell, D., & Kirwan, M. J. (Eds.). (2003). Food packaging technology (Vol. 5). CRC press. 5. Jeya, J., Chandrasekaran, M., Venkatesan, S. P., Sriram, V., Britto, J. G., Mageshwaran, G., & Durairaj, R. B. (2020). Scaling up difficulties and commercial aspects of edible films for food packaging: A review. Trends in Food Science & Technology. 6. Jeantet, R., Croguennec, T., Schuck, P., & Brule, G. (2016). Handbook of food science and technology 2: food process engineering and packaging (Vol. 2). John Wiley & Sons. 7. Michel Fontaine, (septembre 2013), Conseil National de l’Emballage. 8. Национален статистически институт, Производство на опаковани стоки и опаковки 9. Българското техническо списание за екология, Опаковане с картон и велпапе, Оборудване за рециклиране на пластмаса, Сп. Инженеринг ревю - брой 1/2021, 10. Gidlöf, V., Dahlström, M., & Granås, J. (2004). Functionality in Digital Package Printing. 11. Majnarić, I., Bolanča, I., Bolanča, Z., & Milković, M. (2005). Conditions in digital printing of packaging on the print quality. In International Conference on Digital Production Printing and Industrial Applications, DPP2005-Final Program and Proceedings. 12. Michael Fairley, Digital Label and Package Printing: Terminology, technology, materials, management and performance Paperback, Tarsus Exhibitions & Publishing Ltd; 3rd edition (May 23, 2014).

DESCRIPTION OF THE COURSE

Course Title (a) Sport	Code: FaSPR05	Semester: 5
Type of teaching: Lectures (L) Laboratory work (LW)/Seminars (S) Self-Study (SS)	Hours per semester: L – 0 hours S – 0 hours SS – 30 hours	Number of credits: 1

LECTURERS:

Telephone:

E-mail:

Sen. Lect. Daniel Vladimirov, PhD (FEA) +359 32 659 646

danielv@tu-plovdiv.bg

Sen. Lect. Petar Doganov, PhD (FEA) +359 32 659 647

pdoganov@tu-plovdiv.bg

Sen. Lect. Boris Spasov, PhD (FEA) +359 32 659 648

boris_spasov@tu-plovdiv.bg

COURSE STATUS IN THE CURRICULUM: Facultative subject from the curriculum for training of students to obtain Bachelor's degree, specialty „Industrial Engineering“, „Design and Print Communications“, Professional orientation 5.13 General Engineering, Field 5. Technical Sciences.

AIMS AND OBJECTIVES OF THE COURSE: Targeted at further developing of students' physical activities, skills and hygiene habits through effective methods of physical education, improving their mental and physical performance.

COURSE DESCRIPTION: The knowledge and skills in Physical Education and Sports develop a wide range of motor skills and habits, help the hardening of the body and contribute to the moral development of students. The enhancement of physical skills is carried out through:

1. General Physical Preparedness (GPP) – in these seminars the students develop a wide range of motor skill and habits; work to improve strength, speed, endurance, flexibility, structure and skill; increase resistance to unfavorable environmental factors; develop their physical qualities and experience.
2. Sports-Specific Physical Preparedness (SPP) – students improve their sport skills and habits in a specific sport and gain experience through participation in competitions; work to improve strength, speed, endurance, flexibility, structure and skill; increase resistance to unfavorable environmental factors; develop their physical qualities and experience.

PREREQUISITES: The curriculum presumes the minimum of knowledge and skills acquired at secondary school.

TEACHING METHODS: Seminars in accordance with the curriculum in PE and Sport.

METHOD OF ASSESSMENT: Evaluation is based on functional tests at the end of semester. Lecturer's signature is required at the end of semester and "Pass grade".

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1. Владимиров В. Туризм и ориентиране. Методическо ръководство за студентите от ТУ София, филиал Пловдив. Издателство на ТУ - София. 2010.

DESCRIPTION OF THE COURSE

Course Title: (b) English for specific purposes	Code: FaBpP02	Semester: 5
Type of Teaching: (c) seminars	Contact hours per semester: (d) S – 30 hours	Number of credits: 2

LECTURERS:

Sen. Lect. Konstantina Nyagolova (FME, English)
Sen. Lect. Nadya Popova (FME, English)
Sen. Lect. Anet Arabadjieva (FME, English)
Sen. Lect. Nadezhda Geshanova (FME, English)
Sen. Lect. Dr Daniela Valeva, (FME, English)

Telephone:

+359 887276513
+359 32 659 707
+359 892231353
+359 889314932
+359 897899039

E-mail:

konstantinanik@yahoo.com
popovanadia@yahoo.com
anet2003@abv.bg
geshanova@tu-plovdiv.bg
daniela.valeva89@gmail.com

COURSE STATUS IN THE CURRICULUM: Optional course in the curriculum of the Bachelor Degree Programme in Design and Print Communications, Professional qualification 5.13 General Engineering, Professional field 5. Technical Sciences.

COURSE OBJECTIVES: The course is targeted at further developing of students' language knowledge and practical skills in their specific professional field.

COURSE DESCRIPTION: The course is taught at language levels determined through placement tests, based on the compulsory foreign language course taken in Year 1 at TU – Sofia. No absolute beginner groups are formed. The course focuses on the further development of the four language skills in the domain of the students' major subject Design and Print Communications.

PREREQUISITES: Completed compulsory foreign language course **LNG01** and **LNG02** in Year 1.

TEACHING METHODS: Seminars targeted at further development of the four language skills through individual and team work using audio and video, as well as multimedia.

METHOD OF ASSESSMENT: Evaluation is based on continuous assessment and students get a grade at the end of the course.

LANGUAGE OF INSTRUCTION: English

LITERATURE RECOMMENDED:

1. *Art and Design*, V. Evans, J. Dooley, H.P. Rogers, Express Publishing
2. *English for Design Students*, T. Kasatkina
3. *Art and Design Textbook Senior One / Prototype*, NCDC
4. *Business Vocabulary in Use*, Cambridge University Press
5. *Technical English*, Pearson Longman

DESCRIPTION OF THE COURSE

Name of the course: Printing technologies I	Code: BpP13	Semester: 6
Type of teaching: Lectures (L) Seminars (S) Laboratory work (LW)	Hours per semester: L – 30 hours S – 15 hours LW – 15 hours	Number of credits: 6

LECTURER(S):

Assoc. Prof. Eng. Raycho Raychev, PhD (FME), tel.: +359 89 5581138, e-mail: rpraichev@tu-plovdiv.bg
Assist. Prof. Eng. Alexandar Georgiev, (FME), tel.: +359 32 659 513, e-mail: a_georgiev@tu-plovdiv.bg
Eng. Vladimir Angelov, tel.: +359 89 6151226, e-mail: vl.angelov.tu@gmail.com

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory course from the curriculum for training students for Bachelor's degree, specialty "Design and Print Communications", professional field 5.13 General Engineering, field 5. Technical sciences.

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, 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

Name of the course: Printing systems I	Code: BpP14	Semester: 5
Type of teaching: Lectures (L) Seminars (S)	Hours per semester: L – 30 hours S – 30 hours	Number of credits: 6
Course project (CP)	Code: BpP19	Number of credits: 2

LECTURER(S):

Prof. Eng. Valio Nikolov PhD (FME), tel: +359 32 659 594, e-mail: vnikolov@tu-plovdiv.bg
 Chief Assist. Prof. Eng. Valeri Bakardzhiev PhD, (FME), tel.: +359 32 659 519, e-mail: bakardzhiev@tu-plovdiv.bg
 Assist. Prof. Eng. Georgi Raynov (FME), tel: +359 32 659 513, e-mail: raynov@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject in the curriculum for training students to obtain Bachelor's degree in Design and Print Communications, Professional orientation 5.13 General Engineering, Field 5. Technical Sciences

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

Name of the course: Book design	Code: BpP15	Semester: 6
Type of teaching: Lectures (L) Laboratory work (LW)	Hours per semester: L – 30 hours LW – 15 hours	Number of credits: 4

LECTURER(S):

Assoc. Prof. Silvina Ilieva PhD, (FME), tel.: +359 32 659 625, e-mail: silvina@tu-plovdiv.bg
Assist. Prof. Eng. Alexandar Georgiev, (FME), tel.: +359 32 659 513, e-mail: a_georgiev@tu-plovdiv.bg
Assoc. Prof. Alexander Gyoshev, PhD, tel.: +359 899216445,

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject from the curriculum for training of students to obtain Bachelor's degree, specialty „Design and Print Communications“, Professional orientation 5.13 General Engineering

AIMS AND OBJECTIVES OF THE COURSE: At the end of the course the students must be able to prepare for printing books and their book body, determine the orientation of the book, choose the format of the publication, determine the size of the typesetting field, sizing and design of the cover, bibliographic data, etc.

DESCRIPTION OF THE COURSE: The main topics concern: Designing the book; Text for various editions; Typesetting field; White fields; Live column numbers; Creating covers for various publications; Book back; Title square; Title pages; Contents; Author's box; Editorial box.

PREREQUISITES: Computing, Color Science, Prepress, Graphic software 1, Graphic software 2, Graphic software 3, Digital photography.

TEACHING METHODS: Lectures using presentations and demo programs, laboratory exercises with creative tasks and course work. The course work must be defended. The laboratory exercises are conducted with specialized software in computer labs

METHOD OF ASSESSMENT:

The achievement of the set goal of the training is controlled through Exam (E), which is formed on the basis of creative tasks (30%), laboratory exercises (20%) and exam (50%).

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1 Adobe InDesign CC: Официален курс на Adobe Systems, 2014, ISBN 978-954-656-289-0 2. Клаудия Маккю, Съвети и трикове за печат с Adobe Creative Cloud. Продукционни техники за постигане на максимална ефективност, 2017, ISBN 978-954-656-335-4 3. [Васил Йончев](#), Книгата през вековете, 1986, София 4. Ивелин Михайлов, Наръчник по предпечатна подготовка - Второ издание, 2010, ISBN 978-954-889-817-1 5. Mendelsund Peter, Alworth David, The look of the book: Jackets, covers, and Art at the edges of literature, 06.10.2020, ISBN 978-0399581021 6. Victionary, A book on books: new aesthetics in book design. Paperback – Illustrated, 16.03.2021, ISBN 987-9887972631 7. Nipane Anita, Book Launch Formula: 3 Proven Strategies to Launch your nonfiction book, 2020.

DESCRIPTION OF THE COURSE

Name of the course: Basics of Management	Code: BpP16	Semester: 6
Type of teaching: Lectures(L) Seminars (S)	Hours per semester: L – 30 hours S – 15 hours	Number of credits: 4

LECTURER(S):

Assoc. Prof. Georgi Georgiev PhD, (FME), tel.: +359 32 659 706, e-mail: georgi@tu-plovdiv.bg
Assist. Prof. Stefan Georgiev PhD, (FME), tel.: +359 32 659 716, e-mail: st.georgiev@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject from the curriculum for training of students to obtain Bachelor's degree, specialty Design and Print Communications, Professional orientation 5.13 General Engineering, Field 5. Technical Sciences.

AIMS AND OBJECTIVES OF THE COURSE: Upon completion students will have basic knowledge of the main managerial functions and processes in the contemporary organization. This knowledge is fundamental for the functional managerial courses taught later.

DESCRIPTION OF THE COURSE: Within the Basics of Management the main topics discussed are: The organization and its environment; Evolution of the managerial thought and practice; The management process and the work of managers – main managerial functions, roles, skills and dilemma; Managerial decisions – process and methods; Planning – essence, process and strategic aspects; Organizing - essence, process and organizational structures; Motivation – essence, general model of motivation, process and content theories of motivation, motivation approaches; Leadership – basic model of leadership, basic leadership theories and approaches; Groups in the organization – types of groups, characteristics of the groups, management of conflicts; Controlling-essence, types of control, controlling methods; Management effectiveness - essence, time-management, management of stress.

PREREQUISITES: none

TEACHING METHODS: Lectures with slides and topic discussions; Seminars with tests and group case study discussions.

METHOD OF ASSESSMENT: Final result from one mid-term control test(20%) and a Final written exam (80%)

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1.Иван Иванов, Основи на мениджмънта, Макрос 2000, Пловдив, 2003 г; 2. Марияна Кузманова и Матилда Александрова, Мениджмънт. Теория и практика, Издателство "Везни-4", ISBN 9789549977578, 2018 г., 3. Анастасия Станчева, Организация на управлението, Издателство Стено, ISBN 9789544497606, 2014 г; 4.Тодор Танев, Симеон Петров, Теория на управлението в публичната сфера, Университетско издателство „Св. Климент Охридски“, ISBN: 9789540750620, 2020 г.; 5. Stephen P. Robbins, David A. DeCenzo, Mary Coulter; Fundamentals of Management: essential concepts and applications; Pearson Education, Inc., 2013; 6. Tony Morden, Principles of Management, Routledge, 2021; 7. Olha Mezentsseva, Maksym Bezpartochnyi and Valentina Marchenko, Fundamentals of Management for Enterprises. Textbook for beginners, VUZF University of Finance, Business and Entrepreneurship Publishing House —St. Grigorii Bogoslov, 2020.

DESCRIPTION OF THE COURSE

Name of the course: Graphic software III	Code: BpP17	Semester: 6
Type of teaching: Lectures (L) Laboratory work (LW) Current assessment (CA)	Hours per semester: L – 15 hours LW – 30 hours	Number of credits: 4

LECTURER(S):

Assoc. Prof. Silvina Ilieva PhD, (FME), tel.: +359 32 659 625, e-mail: silvina@tu-plovdiv.bg
Assist. Prof. Eng. Alexandar Georgiev, (FME), tel: +359 32 659 513, e-mail: a_georgiev@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject from the curriculum for training of students to obtain Bachelor's degree, specialty „Design and Print Communications“, Professional orientation 5.13 General Engineering

AIMS AND OBJECTIVES OF THE COURSE: At the end of the course the students should be able to design products for print and digital media, to know and work freely with Adobe InDesign and to create and publish books, digital magazines, e-books, posters, interactive PDF files, etc.

DESCRIPTION OF THE COURSE: The main topics concern: Introducing the Workspace; Getting to Know InDesign; Setting Up a Document and Working with Pages; Creating a new document; Working with master pages; Working with Objects; Flowing Text; Editing text by dragging and dropping; Working with Typography; Working with Color; Managing color; Creating a spot color; Working with Styles; Importing and Modifying Graphics; Creating Tables; Printing and Exporting; Creating an Adobe PDF proof; Creating and Exporting an ebook; Creating a running footer; Adding a footnote; Adding a cross-reference; Generating a table of contents; Indexing a book.

PREREQUISITES: Computing, Color Science, Prepress, Graphic software 1, Graphic software 2, Digital photography.

TEACHING METHODS: Lectures using presentations and demo programs, laboratory exercises with creative tasks and course work. The course work must be defended. The laboratory exercises are conducted with specialized software in computer labs

METHOD OF ASSESSMENT: The achievement of the set goal of the training is controlled through CA (current assessment), which is formed on the basis of creative tasks (70%) and laboratory exercises (30%).

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1 Adobe InDesign CC: Официален курс на Adobe Systems, 2014, ISBN 978-954-656-289-0 2. Дейв Клейтън, Как да направя това в InDesign, 2020, ISBN 978-954-656-389-7 3. Клаудия Маккю, Съвети и трикове за печат с Adobe Creative Cloud. Продукционни техники за постигане на максимална ефективност, 2017, ISBN 978-954-656-335-4

DESCRIPTION OF THE COURSE

Name of the course: Web Design	Code: BpP18	Semester: 6
Type of teaching: Lectures (L) Laboratory work (LW)	Hours per semester: L – 15 hours LW –30 hours	Number of credits: 4

LECTURER(S):

Prof. Petya Pavlova, PhD (FEA), +359 32 659 705, e-mail: p_pavlova@tu-plovdiv.bg
Assist. Prof. Eng. Dobrinka Petrova PhD (FEA), tel.: +359 32 659727, e-mail: dpetrova@tu-plovdiv.bg

Technical University of Sofia, Plovdiv Branch

COURSE STATUS IN THE CURRICULUM: Compulsory subject from the curriculum for training of students to obtain Bachelor's degree, specialty Design and Print Communications, Professional orientation 5.13 Basic Engineering, Field 5. Technical Sciences.

AIMS AND OBJECTIVES OF THE COURSE: Students have to gain knowledge and skills in the area of Web design. At the end of the course the students are expected to know the basic principles of web design and to have experience in creating web pages, using appropriate web design application software, HTML5 and CSS3.

DESCRIPTION OF THE COURSE: The main topics concern: Web design basics and principles. Layout and composition of web pages. Working with colours and textures. Fonts and typography. Images and multimedia elements in web pages. HTML – structure of HTML document and HTML element, tags and attributes. HTML elements for text, images, hyperlinks, multimedia elements, tables and forms. CSS – syntax, selectors, CSS box model. Styling frames, background, text and tables; overfloating. Web design application software.

PREREQUISITES: Good fundamental knowledge in Graphic Design, Fonts and Typography, Computer Systems and Internet Technologies.

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

METHOD OF ASSESSMENT: Two ongoing assessments at mid and end of semester (80%), laboratory work (20%).

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1. Beard J., Walker Al., J. George, “The Principles of Beautiful Web Design”, SitePoint, 4th Edition , September 2020, ISBN: 978-1925836363; 2. Дж.Склар, “Принципи на уебдизайна”, Дуо Дизайн; 4-то издание, 2013, ISBN: 978-9548396349; 3. D. DuRocher, “HTML and CSS QuickStart Guide: The Simplified Beginners Guide to Developing a Strong Coding Foundation, Building Responsive Websites, and Mastering ... of Modern Web Design (QuickStart Guides)”, ClydeBank Media LLC, January 2021, ISBN-13: 978-1636100005; 4. Д. Колисниченко, „HTML 5 & CSS 3: Практическо програмиране за начинаещи“, Асеновци, 2017, ISBN: 978-9548898225; 5. Дж. Мейвалд, "Adobe Dreamweaver CC 2018: Официален курс на Adobe Systems," Алексофт, 2018, ISBN: 9789546563521; 6. <https://www.w3.org/standards/webdesign/htmlcss>; 7. <https://www.wix.com/>.

DESCRIPTION OF THE COURSE

Course Title (e) Sport	Code: FaSPR06	Semester: 6
Type of teaching: Lectures (L) Laboratory work (LW)/Seminars (S) Self-Study (SS)	Hours per semester: L – 0 hours S – 0 hours SS – 30 hours	Number of credits: 1

LECTURERS:

Telephone:

E-mail:

Sen. Lect. Daniel Vladimirov, PhD (FEA)

+359 32 659 646

danielv@tu-plovdiv.bg

Sen. Lect. Petar Doganov, PhD (FEA)

+359 32 659 647

pdoganov@tu-plovdiv.bg

Sen. Lect. Boris Spasov, PhD (FEA)

+359 32 659 648

boris_spasov@tu-plovdiv.bg

COURSE STATUS IN THE CURRICULUM: Facultative subject from the curriculum for training of students to obtain Bachelor's degree, specialty „Industrial Engineering“, „Design and Print Communications“, Professional orientation 5.13 General Engineering, Field 5. Technical Sciences.

AIMS AND OBJECTIVES OF THE COURSE: Targeted at further developing of students' physical activities, skills and hygiene habits through effective methods of physical education, improving their mental and physical performance.

COURSE DESCRIPTION: The knowledge and skills in Physical Education and Sports develop a wide range of motor skills and habits, help the hardening of the body and contribute to the moral development of students. The enhancement of physical skills is carried out through:

3. General Physical Preparedness (GPP) – in these seminars the students develop a wide range of motor skill and habits; work to improve strength, speed, endurance, flexibility, structure and skill; increase resistance to unfavorable environmental factors; develop their physical qualities and experience.
4. Sports-Specific Physical Preparedness (SPP) – students improve their sport skills and habits in a specific sport and gain experience through participation in competitions; work to improve strength, speed, endurance, flexibility, structure and skill; increase resistance to unfavorable environmental factors; develop their physical qualities and experience.

PREREQUISITES: The curriculum presumes the minimum of knowledge and skills acquired at secondary school.

TEACHING METHODS: Seminars in accordance with the curriculum in PE and Sport.

METHOD OF ASSESSMENT: Evaluation is based on functional tests at the end of semester. Lecturer's signature is required at the end of semester and “Pass grade”.

INSTRUCTION LANGUAGE: Bulgarian

BIBLIOGRAPHY: 1. Владимиров В. Туризм и ориентиране. Методическо ръководство за студентите от ТУ София, филиал Пловдив. Издателство на ТУ - София. 2010.

DESCRIPTION OF THE COURSE

Course Title: English for professional communication	Code: FaBpP03	Semester: 6
Type of Teaching: Seminars (S)	Contact hours per semester: S – 30 hours	Number of credits: 2

LECTURERS:

Sen. Lect. Penka Taneva – Kafelova (FME, English)	+359 888465545
Sen. Lect. Konstantina Nyagolova (FME, English)	+359 887276513
Sen. Lect. Nadya Popova (FME, English)	+359 32 659 707
Sen. Lect. Anet Arabadjieva (FME, English)	+359 892231353
Lect. Nadezhda Geshanova (FME, English)	+359 889314932
Lect. Dr. Daniela Valeva (FME, English)	+359 897899039

Telephone:

E-mail:

taneva@gmail.com
konstantinanik@yahoo.com
popovanadia@yahoo.com
anet2003@abv.bg
geshanova@tu-plovdiv.bg
daniela.valeva89@gmail.com

COURSE STATUS IN THE CURRICULUM: Optional elective course in the curriculum of the Bachelor Degree Programme in Design and Print Communications, Professional qualification 5.13 General Engineering, Professional field 5. Technical Sciences.

COURSE OBJECTIVES: The course is targeted at developing students' foreign language knowledge and practical skills for the purposes of their professional communication. Upon the successful completion of the course students will have acquired language competences for in-company and intercompany communication, e.g. telephoning, e-mailing for business purposes, negotiating, delivering presentations, conflict resolution, teamwork, awareness of cultural differences when working with both partners and customers.

COURSE DESCRIPTION: The course is taught at language levels determined through placement tests, based on the compulsory foreign language course taken in Year 1 at TU – Sofia. No absolute beginner groups are formed. The course focuses on the further development of the four language skills in the context of in-company and intercompany communication.

PREREQUISITES: Completed compulsory foreign language course **LNG01** and **LNG02** in Year 1.

TEACHING METHODS: Lectures and lab exercises targeted at further development of foreign language skills for professional communication through individual presentations and teamwork using audio and video, as well as multimedia.

METHOD OF ASSESSMENT: Evaluation is based on continuous assessment and students get a grade at the end of the course.

LANGUAGE OF INSTRUCTION: English

LITERATURE RECOMMENDED:

1. Intelligent Business English, Pearson Longman
2. Developing Business Contacts, Oxford University Press
3. Negotiating, (Longman Business English Skills S.), Longman
4. Telephoning (Longman Business English Skills S.), Longman
5. Presenting facts and figures, (Longman Business English Skills S.), Longman