

INFORMATION PACKAGE ECTS CREDITS

PROGRAM “GRAPHIC AND ADVERTISING DESIGN IN FASHION”

Academic degree: Master of Fine Arts

Educational qualification: PAINTER - GRAPHIC DESIGNER

Form of education: regular

Period of training: 2 semesters

QUALIFICATION CHARACTERISTICS

The master's program is designed for graduates with a bachelor's degree in "Fine Arts" and specialty 1.3 "Pedagogy of teaching in ... / Fine Arts /".

I. Requirements of professional qualifications and skills of specialty graduates.

The principal goal of the Master's degree in “Graphic and Advertising Design in Fashion” is to prepare specialists in the field of applied graphics, advertising design and artistic tools for visual advertising.

In the process of training, students get acquainted with the artistic, aesthetic, technological, economic and organisational aspects of the design while using and creating textile products, with an emphasis on marketing, advertising and visualisation and distribution of the product.

In this academic degree of study, the students deepen and expand their knowledge, skills and competencies in applied graphics and advertising design. They acquire computer technology skills for visual advertising, the use of different artistic and design principles, and technological garment making.

II. Requirements for the preparation of graduates of the specialty. Alongside the theoretical preparation, the Master degree makes it possible to enhance and develop artistic and creative skills and design capabilities in the field of fashion design advertising; Increase of artistic and organisational skills to conduct successful advertising campaigns in the field of fashion design, corporate advertising and creation of textiles products.

III. Professional realisation.

Alums from the master program will be able to successfully realise themselves as artists and graphic designers in the field of advertising in fashion; To work as graphic designers in order to create advertising materials and work for different institutions with various fields of interests; To develop independent creative activity and career.

STRUCTURE OF THE CURRICULUM

PROGRAM: „GRAPHIC AND ADVERTISING DESIGN IN FASHION”

One year plan of education			
First semester	ECTS credits	Second semester	ECTS credits
Compulsory subjects		Compulsory subjects	
1. Visual communication	4.0	1. Advertising design in fashion /arrangement of shop windows, stands, brand identity, design of exhibition areas/	3.0
2. Advertising graphics	4.0	2. Methods and tools for creating and processing visual information in graphic design and advertising	2.0
3. Marketing in Arts - Part I	4.0	3. Marketing in Arts - Part II	2.0
4. Digital creation of images	5.0	4. Author's interpretations of digital images	2.0
5. Graphic design, prepress and package design	4.0	5. Advertising and computer design	2.0
6. Decorative painting	3.0	6. Elective subject - second group	2.0
7. Elective subject - first group	3.0	7. Elective subject - second group	2.0
8. Elective subject – first group	3.0	8. Thesis defence	15.0
Total 450 hours	30	Total 225 hours	30
Electives First group (Students choose two courses)		Electives Second group (Students choose two courses)	
1. History and theory of graphic and advertising design	3.0	1. Videographics	2.0
2. Processing of digital images	3.0	2. Visual and media advertising	2.0
3. Contemporary design in fashion	3.0	3. Fashion show advertising	2.0
4. Game design	3.0	4. Scientific strategies and research in marketing and clothing design	2.0
5. 3D advertising images	3.0	5. Portfolio projects	2.0
Total 90 hours	6.0	Total 60 hours	4.0

ANNOTATIONS OF THE COURSES

COURSE CONTENT: VISUAL COMMUNICATION

ECTS credits: 4.0	Semester: I semester
Form of knowledge assessment: current assessment and exam	Weekly hours: 3 hours lectures; 1 hour practice;
Type of course: lecture and practical	Discipline status: Compulsory
Visual communication	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PROF. DR. Emil Kukov, PHD

Annotation

The discipline of “Visual Communication“ aims to introduce the theoretical principles of graphic design to the students (in particular advertising), their products and designation, and also the communicative functions and possibilities for making an impression on the audience.

Along with the theoretical information about the visual process, the students are able to participate in a creative practical activity, which supports both the comprehension of the academic content and the development of their skills and abilities in the field of graphic and advertising design.

This academic discipline aims at:

Laying down the foundations of visual literacy, to develop the artistic and creative possibilities of expression of the students by introducing them to the theory and practice in the field of visual communication.

Expected results:

The students will acquire knowledge on the basic means of expression in art, methods and techniques of visualisation of ideas and images, which will help them to successfully carry out advertising activity.

COURSE CONTENT: ADVERTISING GRAPHICS

ECTS credits: 4.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 2 hours lectures; 2 hours practice;
Type of course: Lectures and practice	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PROF. Georgi Drachev

Annotation: Through the course of advertising graphics (emblematic signs, poster design), students learn through theory and practice lessons the most important aspects of advertising graphics, concerning fashion design. The student must be able to use in his practice the main types of advertising graphs, mastering the technical and expressive means.

Course content: Students come to know all the basic font forms and apply them in advertising practice, get acquainted with the types of advertising graphics, and form knowledge and skills for the future profession.

Training and assessment technology: The program is largely practiced-oriented. The theoretical part provides students with visual content, like films, various reproductions and also visits to exhibitions. At the end of the first term, students are assessed with exam. They must present all their practical and theoretical works, which are related to the questions discussed in the courses. The results from the current assessment are added to the result from the final exam.

COURSE CONTENT: MARKETING IN THE ARTS - FIRST PART AND SECOND PART

ECTS credits: 4.0	Semester: I semester
Form of knowledge assessment: current assessment and exam	Weekly hours: 3 hours lectures; 1 hour practice;
Type of course: lecture and practical	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

ECTS credits: 2.0	Semester: I semester
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hour lectures; 1 hour practice;
Type of course: lecture and practical	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Nonka Obreshkova

E-mail: obreshkova@swu.bg

Annotation:

The course in Marketing in the Arts is aimed at understanding the nature and effective role of marketing in the arts, the place and role of graphic and advertising design in marketing, creation and development of creative products in the art industries, research and analysis of audiences, product formation, price, promotional and advertising policy in the art industries (Marketing mix). Questions about the specifics of marketing in the arts and the economic field of realisation of creative products are considered.

In the exercises the students discuss the material from the lectures. In addition to the analysis of specific examples of the application of marketing in the arts, the solution of individual marketing tasks related to the specific place and role of graphic and advertising design in the development of marketing strategies.

The aim of the course is to give students theoretical and practical knowledge about the nature of marketing in the arts. To introduce students to the specifics, place and role of graphic and advertising design in the development of marketing strategies. To form skills for realisation of marketing strategies in the field of art industries.

The expected results of the course is the formation of skills for independent development of marketing strategies in which graphic and advertising design have a specific application.

Course content:

Introduction to marketing. Origin and historical development of marketing. Purpose of marketing. Place and role of marketing in the arts. Marketing environment. Micro and macro environment. Methods for analysis and evaluation of the marketing environment. Marketing policy. Basic concepts in marketing. Needs, desire, demand, art product, market, exchange. Marketing tools. Elements of the marketing mix in the arts. Features of 4p and 7p models. Marketing research in the field of culture and arts. Data collection methods. Quantitative and qualitative research. Types of marketing research. Marketing product policy. Products of culture and arts. Features. Usefulness of art products. Utility levels. Product life cycle. Features in the life cycle of art products. Trademarks. Types of trademarks used as a tool of integrated marketing in the arts. Market relations. Market policy. Selection of target market. Market segmentation of cultural and artistic products. Marketing pricing strategy in the cultural and creative industries. Communication Policy. Advertising and PR in the cultural and arts industries. Organisation and management of marketing in the screen and performing arts. Place and role of graphic and advertising design in the development of marketing product strategy in the art industries. Place and role of graphic and advertising design in the development of

communication strategy, advertising strategy and strategy for distribution of products and services.

Training and assessment technology:

The evaluation of the achieved results from the training is carried out by means of current control and examination.

COURSE CONTENT: DIGITAL CREATION OF IMAGES

ECTS credits: 5.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 3 hours lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Boyan Ludmilov

Annotation: The purpose of the discipline is to help students develop major knowledge in the area of graphic design and advertising, through the aid of digital drawing. Students will acquire skills related to creating, designing and making visual art images, which can cause virtual space.

Course content: The objective of the course "Digital creation of images" is to give the students knowledge in: applying the basic methods and techniques in the field of digital drawing; applying knowledge and skills to build a digital drawing, to create a complex composition of two and three-dimensional shapes; Applying methods and techniques, described in the Science of colour and combinatorics; learning to prepare and produce a different type of print materials with the help of various techniques and machines; learning to use different software - vector and raster graphic systems to create and process high-quality digital images.

Training and assessment technology: The learning process in the course "Digital creation of images" consists of a theoretical part, which includes the use of different visual content: movies, specialised web editions, magazines, albums with reproductions and monographic editions of individual authors. In addition to the lecture with understanding of the material, practical tasks are included, such as visits to museums, advertising agencies, galleries, painters' workshops and etc. The following methods are used: Discussion; Talk; Demonstration; For visualisation are used a video, multimedia, albums (reproductions of works of art, student works from the fund, etc.); Evaluation and current assessment: At the end of the first semester, the students finish the course with an exam. On the day of the exam, the students have to present all their theoretical works, related with questions addressed in the lectures. The results of the current evaluation shall be added to the result of the final review.

COURSE CONTENT: GRAPHIC DESIGN, PREPRESS AND PACKAGE DESIGN

ECTS credits: 4.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hours lectures; 3 hour practice;
Type of course: Lectures and practice	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Ognyan Georgiev

Annotation: The discipline gives knowledge about the specificities in pre-press preparation and packaging design. The students acquire and apply their knowledge for the preparation of projects for different types of printing through the use of appropriate computer programs. The types of packaging, the problems of packaging design are examined, highlighting the graphic elements. Package design projects are part of the practical task, for which students can use the associated theoretical knowledge learned in the course.

Course content: The course includes an introduction and in-depth study of various issues concerning the stages and requirements in the prepress process, functions and features in the design of different types of packaging, meaning, role and ways of using different packaging elements (form, color, typography, images, logos, icons, etc.), legal requirements, the influence of production technologies, marketing, sciences such as psychology, anthropology, sociology.

Training and assessment technology: Lectures and exercises are held, during which, in addition to verbal narration and talk, introductions are made with visual content such as, albums with reproductions, electronic and paper books related to progress and packaging design.

COURSE CONTENT: DECORATIVE PAINTING

ECTS credits: 3.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hours lectures; 2 hour practice;
Type of course: Lectures and practice	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: CHIEF ASSISTANT DR. Diana Zaharieva, PHD

Annotation: The course "Decorative painting" aims to achieve a certain artistic expression, when the structure of a painting with decorative character, is made. The purpose of the discipline is to successfully train students' ability to master technological, pictorial and stylistic problems, through methodical work. To understand the plasticity and the anatomy of the human physical structure through the use of a certain stylisation; to achieve materiality / in the treatment of various fabrics and draperies /, by using a variety of textures.

Course content: In the courses, students acquire theoretical knowledge about specific terminology, the technique and technology of painting, the knowledge of stylisation and its application in painting. In the exercises, students master various possibilities for stylisation through specific painting solutions, skills for building nature with the specific way of expression, expressive for painting, determined by the possibilities of the used technique.

Training and assessment technology: It is carried out through lectures and practical exercises, illustrated with modern technologies and multimedia, use of albums and illustrative material from the library fund, demonstration and discussion. At the end of the first term, students complete the course with an exam. Students present all their practical exercises and theoretical developments on issues addressed in the lectures. The results of the current control are added to the final result.

COURSE CONTENT: HISTORY AND THEORY OF GRAPHIC AND ADVERTISING DESIGN

ECTS credits: 3.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 2 hours lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: ASSOC. PROFESSOR Hristo Shapkarov

Annotation: The course provides a basic understanding of the theory and history of graphic design, writing and types of layout over the centuries. The printing of the first books is examined in chronological order and the story of the book over the centuries is traced. The types of illustrations are briefly discussed and how the books are designed according to gender. The course is also intended to enhance graphic culture, as well as basic knowledge of the creative process in graphic design and advertising.

Course content: The course aims to increase the culture of handling the necessary amount of information about the history and theory of graphic design and to accomplish an initial professional level in the training of the artist-graphic designer. New forms of project design are briefly discussed with the aid of visualisation programs and the use of different types of news media. The aim is to enable students to use information technology, indexes, bibliographies, graphs and other reference and information materials with competence. The artefacts of writing, the kinds of alphabets and the development of the art of typewriting over the centuries are taken into account. The course looks at early design work and achieves advanced

technologies in the total design. Changes in layout types are tracked - miniatures, old print, lithography, offset and digital technologies in print design. Book publishing is briefly traced - e-book, types of storage - library work in its modern forms.

Training and assessment technology: The discipline "History and theory of graphic and advertising design" gets into a theoretical and historical part (verbal) and illustrated with interactive illustrations, albums with reproductions and monograph editions for individual artists (or distinguished monuments by unnamed authors for the early centuries). In addition to the verbal study of the material, hands-on exercises are provided at the end of the course to reinforce the knowledge and skills of the learners. At the end of the 1st semester, students finish the semester with an exam. The students present all their theoretical developments on the topics addressed in the lectures. The results of the current assessment will be added to the final evaluation.

COURSE CONTENT: PROCESSING OF DIGITAL IMAGES

ECTS credits: 3.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hours lectures; 2 hour practice;
Type of course: Lectures and practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Boyan Ludmilov

Annotation: Discipline covers the principles, methodologies, techniques, technologies and trends in digital image processing. The course aims to develop the capabilities and skills to create, edit and manipulate digital images and use visual effects across various specialised software.

Course content: The content overlaps and uses the methods of visualisation and processing with different types of devices, uses operating systems and professional software - raster and vector graphics systems for producing and processing high quality digital images. The focal point of the program is on getting students acquainted with the specifics of the design and construction of digital images, the mastering of professional software for 2D and 3D modeling and visualisation, knowledge with world-important examples and successful exercises. Current trends in design and advertisement are discussed in detail.

Training and assessment technology: The discipline "Processing of digital images" is answered with a theoretical (verbal) and visualisation part with video films, specialised web editions, magazines, albums with reproductions and monographic editions of individual authors. In addition to the study of the material, practical projects are envisaged, visiting advertising agencies, design companies, studios, museums, galleries and artists' workshops. At the end of the first semester, students complete the semester by taking an exam. The students present all their theoretical developments on the issues addressed in the lectures. Results from the current assessment are also included in the final evaluation.

COURSE CONTENT: CONTEMPORARY DESIGN IN FASHION

ECTS credits: 3.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 2 hours lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: ASSOC. PROFESSOR DR. Maria Blazheva, PHD

Annotation: The educational discipline introduces students to the main points, rules and regularities for building advertising messages, as well as modern trends in the advertising of fashion design, fashion brands and campaigns. In the process of learning, the students should obtain basic theoretical and practical knowledge and skills around the specifics of advertising activity in different areas of fashion design, form skills for carrying out preliminary research, create an advertising concept.

Course content: Discipline forms knowledge and skills for advertising in the subject area of fashion design – skills for researching concepts for a particular advertising campaign and trends in it.

Training and assessment technology: Students master the knowledge through which to achieve successful advertising activities covering the overall algorithm of fashion advertising. At the end of the first semester, students complete the semester by taking an exam. The students present all their theoretical developments on the issues addressed in the lectures. The results of the current assessment shall also be added to the final evaluation.

COURSE CONTENT: GAME DESIGN

ECTS credits: 3.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hours lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Ognyan Georgiev

Annotation: Discipline introduces students to the essence, meaning and features of game design, its application in various areas of life and education. The problems connected with it, the

game theory, the types of games, the most important requirements for creating a successful and impactful game are presented. Particular attention is paid to the vision and application of graphic design in the field of game design. The knowledge is thought and put into practice through creative projects and theoretical developments.

Course content: The nature and evolution of the game historically, some theories related to its impact, is considered. Rules and requirements to create a game that works well and that results from it are explained. The visuals of the various games, their interfaces and their impact on users are studied. Projects are being made to design new and/or redesign existing games.

The course aims to get students the necessary intellect and insight into the problems of game design that allow them to participate in the game development, especially in connection with vision and building interfaces with good usability and efficiency. All this is achieved by the development of design capabilities in the area of graphic design in order to make the gaming process more impactful and flow.

Training and assessment technology: Verbal statements are made by storytelling, speech, discussion. A lot of the information is presented and illustrated with presentations, catalogues, print and electronic editions, various games. The ideas are also clarified by videos and films devoted to game design issues.

COURSE CONTENT: 3D ADVERTISING IMAGES

ECTS credits: 3.0	Semester: I
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hours lectures; 2 hour practice;
Type of course: Lectures and practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: ASSOC. PROFESSOR DR. Anna Pokrovnishka, PHD

Annotation: Verbal statements are made through storytelling, speaking, discussing. Much information is presented and illustrated through presentations, catalogs, printed and electronic editions, various games. Ideas are also clarified through videos and films focusing on game design issues. For this reason, each artist involved in graphic design needs to be prepared for peculiarities, regularities and individualities when building up-to-date space shapes.

Course content: Through the lectures, students receive theoretical knowledge of the terminology and technology used in advertising, as well as the function, meaning and place of the advertising image in daily life. Through the activities, students develop skills related to typical ways of building the form and its sculptural finish. They learn and apply the specific features of the different materials in the execution of the tasks.

Training and assessment technology: The course "3D advertising images" is taught through lectures and practical exercises, illustrated by modern computer technologies, catalogues, albums, booklets. A visit to a commercial studio, a gallery, a museum is organised. Teaching uses the methods of discussion, discourse, demonstration. At the end of the semester,

the students conclude an examination on which all the practical exercises and theoretical developments are presented.

**COURSE CONTENT: ADVERTISING DESIGN IN FASHION
/ARRANGEMENT OF SHOP WINDOWS, STANDS, BRAND IDENTITY, DESIGN OF
EXHIBITION AREAS/**

ECTS credits: 3.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 2 hours lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Milka Alexandrova

Annotation: The program presents to students the business practices which are mandatory for the excellent presentation of the fashion product. The subject presents the future designer in the world of the fashion industry. By mastering stylistic methods and approaches for artistic expression, students aim to acquire knowledge and skills for independent work in commercial spaces, both outdoors and indoors. It's about building knowledge and skills.

Course content: Advanced and in-depth theoretical and factual knowledge in the area of arranging fashion design; the design of interior and exterior areas; get acquainted with the methods of creating a fashion showcase, as the main visual means of presentation and sale of fashion products in the style of the leading trends.

Training and assessment technology: Forms of training and assessment are part of the discipline program. The training is illustrated by modern technologies and multimedia, the use of albums and illustrative material from the library's collection, demonstration and discussion. At the end of the second term, students take an exam. The students present all their practical exercises and theoretical developments on the topics discussed in the courses. Results from the current assessment are also included in the final evaluation.

**COURSE CONTENT: METHODS AND TOOLS FOR CREATING AND PROCESSING
VISUAL INFORMATION IN GRAPHIC DESIGN AND ADVERTISING**

ECTS credits: 3.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 2 hours lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Compulsory

Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts
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AUTHOR OF THE PROGRAM: PHD Boyan Ludmilov

Annotation: The purpose of the proposed course is for students to acquire advanced and thorough practical and theoretical knowledge in the area of graphic design and advertising. To build, design knowledge and skills for the design and realisation of aesthetically healthy visual information designed for virtual and print space, the advertising industry and the packaging industry. To introduce the main processes, concepts and trends in graphics and advertising.

Course content: The essence and role of visual information on graphic design and advertising are considered. The focus of the plan is on building up the compositional skills of the students in the use and creation of various types of images, symbols and characters, which is a prerequisite for the formation of creative thinking and builds abilities for the designing artistic projects for the graphic and advertising industries. The program provides students with principles, methods and techniques to create and process images and their impact. Students acquire knowledge and skills in using professional operating systems and software to create and process high-quality digital images.

Training and assessment technology: The discipline "Methods and tools for creating and processing visual information in graphic design and advertising" is served with a theoretical part (verbal) and visualisation with videos, specialised web publications, magazines, albums with reproductions and monograph editions of individual authors. In addition to the material, practical projects are considered, visiting advertising agencies, museums, galleries and artists' studios. The following methods are used: Visualisation - video, multimedia, albums, (reproductions of artwork, works of students of the fund, etc.). After the second semester, students take an exam. The students present all their theoretical developments on the issues addressed in the presentations. The results from the current assessment shall also be added to the evaluation.

COURSE CONTENT: AUTHOR'S INTERPRETATIONS OF DIGITAL IMAGES

ECTS credits: 2.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hour lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Boyan Ludmilov

Annotation: Discipline introduces students to the essence, significance and special features of the author's interpretations of digital images, their application and their role in the creation of graphic projects and advertising products. The program focuses on the use of image

interpretation as a tool for visual communication and advertising. The course aims to develop skills for using, analyzing, synthesizing, recognizing and interpreting different graphics.

Course content: Students receive advanced and thorough practical and theoretical knowledge in the field of digital art through the use of the artist's interpretations. They gain knowledge and skills in using specific expressive means in interpreting the author's digital images, which will help students to create and implement various projects. They also acquire knowledge and use professional operating systems and software to develop and process high-quality digital images. The program focuses on modern trends, methods, technologies and perspectives on the interpretation of copyright in digital imagery and its application in digital art, graphic design and advertising.

Training and assessment technology: The material is served by a theoretical part (verbal) and visualisation with video films, specialised web publications, multimedia, aspectomat, magazines, albums with reproductions and monograph editions of single authors (reproductions of artistic works, student works from the fund, etc.). Apart from the presentation, practical projects are being considered. The following methods are used: Discussion; Discourse; Demonstration; visualisation - video, multimedia, aspectomat, albums, (reproductions of works of art, works of students of the fund, etc.); Interpretation; Corrections; Evaluation and continuous control; Examination. The final evaluation is a result of the current assessment and the final examination.

COURSE CONTENT: ADVERTISING AND COMPUTER DESIGN

ECTS credits: 2.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hour lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Compulsory
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Ognyan Georgiev

Annotation: The proposed course will take into account the specificities and the importance of advertising design, as well as the role of modern techniques, the most commonly used and applied computer program technologies. Students deepen their knowledge of the principles and phases in the creative process in design, about the elements of advertising design, about the peculiarities in the design of different types of advertising materials. The projects presented are in a form appropriate for implementation.

Course content: The course includes: a detailed examination of the possibilities, the application and types of advertising design, the particularities of their design. The elements and expressions in the design of advertising, the capabilities of computer programs and technologies in the design and production of advertising products are clarified. Independent projects of advertising materials are created, applying different approaches and styles in graphic design.

Training and assessment technology: Verbal methods such as narrating, speech and discussion are used. The material in the course is illustrated through presentations, catalogues, books in electronic format and related to advertising design, advertising design models. Videos and movies dedicated to advertising design and computer design are displayed. Particularly important is the demonstration of the so-called "demonstration of action" as a method, demonstrating practical ways to achieve creative ideas.

COURSE CONTENT: VIDEOGRAPHICS

ECTS credits: 2.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hour lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Boyan Ludmilov

Annotation: The course "Videographics" aims to introduce the students with the theoretical foundations of creating video materials and their application in graphic design and advertising, as well as communicative functions and opportunities to influence the audience.

In parallel with the theoretical information, students acquire skills through creative, practical activities that bear both the understanding of the curriculum and the development of their abilities in the field of graphic and advertising design. Students acquire a wide range of knowledge and skills in the creation of 2D and 3D graphics in video format through modern digital technologies.

Course content: Students become familiar with video processes, concepts and trends. The course content focuses on the formation of basic knowledge and skills in the field of videography, which will help students to implement various advertising and graphic projects. Consideration is given to the essence and development of videography in historical terms. Upon completion of the training in the discipline "Videographics" students will be able to create tasks with appropriate video production, will know the history, technology, methods, processes, techniques and stages in the design of graphics in video format. The students will recognise and be able to use operating systems and professional software to create and process high quality digital videographics, will be able to implement projects related to the visual construction companies and organisations.

Training and assessment technology: The course "Videography" is presented with a theoretical part (verbal) and illustration with video films, specialist web editions, magazines, albums with reproductions and monographic editions of individual authors. In addition to the lectures, practical projects, visits to advertising agencies, museums, galleries and artist studios are planned. The following methods are used: Discussion; Talk; Demonstration; Visualisation - video, multimedia, albums, (reproductions of works of artistic production, student works from the fund, etc.); Interpretation; Corrections; Evaluation and current assessment; Exam. The final grade is the result of the current assessment and the exam grade.

COUSE CONTENT: VISUAL AND MEDIA ADVERTISING

ECTS credits: 2.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hour lectures; 1 hour practice;
Type of course: Lectures and practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Ognyan Georgiev

Annotation: During the course, students become familiar with advertising as an essence, with its features in different media, with its role and importance in different fields. Advertising techniques and strategies in close connection with the use of visuals are taken into account. The possibilities and applications of visual impact, visual thinking and visual advertising, as well as the ways of its efficient design are analyzed.

Course content: In theory, the essence of advertising and in particular visual media advertising, its types, characteristics and means of impact are considered. In relation to specific examples, the possibilities of visual thinking are analyzed - both in general and in terms of creative media visual advertising. Students are introduced to current trends in this area and the most significant creative accomplishments in this area.

Training and assessment technology: Verbal exposure takes place through narration, conversation, discussion. Much of the information is presented and illustrated by presentations, catalogues, print and electronic publications, videos and movies on the issues of visual media advertising.

COURSE CONTENT: FASHION SHOW ADVERTISING

ECTS credits: 2.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 1 hour lectures
Type of course: Lectures	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PROF. DR. Emil Kukov, PHD

Annotation: Course description - consistency with the general objectives of the specialisation, academic standards of the University, qualification characteristics, professional skills. The course provides an interdisciplinary training that corresponds to the specificities of fine arts and fashion as a sociocultural phenomenon.

Course content: The course aims to prepare for advertising and organise a fashion event. The students become familiar with the elements of the presentation of the fashion product scene, its realisation as a finished product, in its conceptualisation and the organisation of its presentation.

Training and assessment technology: The methods and forms of teaching integrate with the theoretical material defining the bases of the discipline. The students present all their practical exercises and theoretical developments on the topics discussed in the lectures. The results of the current assessment are added to the final evaluation.

COURSE CONTENT: SCIENTIFIC STRATEGIES AND RESEARCH IN MARKETING AND CLOTHING DESIGN

ECTS credits: 2.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 2 hour lectures
Type of course: Lectures	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: ASSOC. PROFESSOR DR. Maria Blazheva, PHD

Annotation: The discipline “Scientific strategies and research in marketing and fashion design” is designated for the students trained to acquire EQD (Educational Qualification Degree) “Master” with professional qualification “Artist Designer”. The course of lectures introduces the students to the essence of marketing in the fashion industry and the need of its application in the fashion business, the elements of the marketing mix, the marketing specifics in fashion industry, the place of the marketing specialist in the management of modern projects, in the distribution, advertising and public relations in the fashion business.

The objective of this academic discipline is: the students to acquire comprehensive knowledge and practical skills in the material being taught, and most of all about the essence and specifics of marketing in the fashion industry, the place, role and functions of the marketing specialist in the creation, completion and management of fashion projects in the fashion industry.

Training and assessment technology: Use of marketing techniques and elements in the fashion industry, knowledge of library background illustrations, demonstration and discussion. At the end of the second semester, students complete their studies by a test. The students present all their theoretical developments on the topics discussed in the lectures. The results of the current assessments are added to the final evaluation.

COURSE CONTENT: PORTFOLIO PROJECTS

ECTS credits: 2.0	Semester: II
Form of knowledge assessment: current assessment and exam	Weekly hours: 2 hours practice
Type of course: Practice	Discipline status: Elective
Graphic and advertising design in fashion	Methodical guide: Department of Fine Arts, Faculty of Arts

AUTHOR OF THE PROGRAM: PHD Boyan Ludmilov

Annotation: The course "Portfolio projects" is practical, it introduces students to basic principles in creating portfolios, presentations and web logs, shows their application in graphic design and advertising, as well as communicative functions and opportunities for impact. Students acquire knowledge and skills through hands-on activities to showcase and advertise a product, person, organisation or project.

Course content: The goal of the course offered is for students to gain extensive and complete practical knowledge and skills to create a portfolio of projects with appropriate information and design. To present the main processes, concepts, trends, meaning and significance of presentation and portfolio creation. Use professional operating systems and software to build high quality portfolio projects and presentations. The program focuses on modern trends, methods, technologies and perspectives to create a portfolio of projects and presentations and apply them in graphic design and advertising. After completing the training in the discipline "Portfolio Projects" students will be able to create attractive presentations and portfolio projects with relevant information and design. They will know and can use operating systems and business software to create a portfolio.

Training and assessment technology: The "Portfolio Projects" discipline is illustrated with videos, specialised web publications and magazines. Practical projects should be implemented. The following methods are used: Discussion; Talk; Demonstration; Visualisation - video, multimedia, aspectomat, albums, (reproductions of works of artistic production, student works from the fund, etc.); Interpretation; Corrections; Evaluation and ongoing control. Exam. The final grade is the result of the current assessment and the exam grade.