### **WEB DESIGN AND GRAPHIC DESIGN**

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| **Тип дисципліни** | Elective |
| **Рівень вищої освіти** | First (Bachelor) |
| **Мова викладання** | English |
| **Кількість кредитів ЄКТС** | 8,0 |
| **Форми здобуття освіти** | Full-time |

**Результати навчання.** A student who has successfully completed the discipline must: be able to find and process large amounts of information, use information resources and keep them up to date; to acquire practical skills of teamwork, understanding of their role in a specific project; to be guided in the course of the newest technologies, tools, tendencies in the field of web-design; understand the technical and artistic principles of creating web-sites; be able to manage a web-project, interact with the customer, manager and art director; be able to work with a brief to create a site; be able to present their work to the customer; have the skills to use modern computer graphics programs to create design objects; know the specifics of the principles and methodology of classification of objects; know the methodology of formulating modern requirements for the construction of the design concept.

**Зміст навчальної дисципліни.** History of design, the role of the designer. Styles and technologies. Review of tools, media, vector and raster graphics, pixel perfect. Composition, shape, modular grids, color theory. Typography and layout. What is UX. Key methods and tools. What is the interface, the principles of interaction. Creating an interface concept. Information, research, design, prototyping Visual styles, technologies. Analysis of trends and application of new directions in design. Graphic techniques and materials, typography, psychology of advertising, advertising design. Development of logos, corporate identity, brand books, work with fonts and layout, mascots, stationary kits, etc.

**Запланована навчальна діяльність**: number of classroom hours - not less than 1/3 of the total number of hours planned for the study of the discipline.

**Методи навчання:** lectures (using methods of problem-based learning and visualization); laboratory and practical classes (using trainings, master classes, workshops), independent work (individual tasks).

**Форми оцінювання результатів навчання**: oral examination, defense of laboratory and practical work, test control.

**Форма семестрового контролю:** credit.

**Навчальні ресурси:**

1. Modular learning environment MOODLE. Access to the resource: <https://msn.khmnu.edu.ua>
2. Electronic library of the university. Access to the resource: <http://lib.khmnu.edu.ua/asp/php_f/p1age_lib.php>

**Викладач**: DrSc Ye. Hnatchuk