



INTERNATIONAL BALKAN UNIVERSITY

COURSES SUMMARY

CATALOG

Faculty of Art and Design

Skopje, 2017

COMMON COURSES FOR ALL DEPARTMENTS

FIRST YEAR

FIRST SEMESTER

ENG 101 – English Language I; Weekly hours: 2+1, ECTS: 5

The goal of this course is to enrich vocabulary, practicing spoken language, learning the various linguistic, grammatical structures, overcoming the various models of academic writing skills in written forms. The curriculum includes the following themes: Introduction, Finding the Fossils Man-Spare that Spider (reading, discussion, writing), Matterhorn Man;-Seeing Hands (reading, discussion, writing), No Room in the Ark by Alan Moorehead; -From 'Out of the Air' (reading, discussion, writing), The Sporting Spirit;-Education by Lester Smith (reading, discussion, writing).

CE 101 – Computer Skills; Weekly hours: 2+1, ECTS: 5

Will focus is on delivering training in more basic core areas: Microsoft Word, Microsoft Excel and Power Point. The student will have the opportunity to acquire the basic skills needed to operate a computer. The curriculum includes the following themes: Microsoft Excel Basics: Getting Started with Excel, Cell Basics, Modifying Columns, Rows, and Cells. Formatting Cells, Saving, Creating Simple Formulas, Worksheet Basics, Printing, Creating Complex Formulas, Working with Basic Functions. Sorting Data, Formatting Tables, Using templates, Working with charts, Applications. Common Tasks in Microsoft Word: Working with Hyperlinks, Working with Shapes. Inserting ClipArt and Pictures. Doing More With Word: Reviewing Documents, Working With Tables, Working With Formulas, SmartArt Graphics, Using a Template, How can you develop your PowerPoint action plan, Common Tasks in PowerPoint, Animating Text and Objects, Inserting Videos, Inserting Audio, Inserting Hyperlinks, Working With Tables, Working With Charts, Reviewing Presentations, Advanced Presentation Options.

VA 101 - Introduction to Art and Culture, Weekly hours: 2+1, ECTS: 5, C

The main objective in this course is that the students gain a certain and basic amount of information and knowledge, and ways to explore and classify them. After that the goals can generally be conceptualized in training students to recognize the main characteristics of key art movements from prehistory to the 20th century, the main protagonists and their artwork. Students in the final stages of the program should recognize the specifics of certain artistic directions in the field of painting, sculpture, architecture and other. In that way they also get necessary knowledge about technologies in the creation of artwork, and about sociological and philosophical aspects which are directly related to the pre-modern artistic phenomena.

PR 101 – Communication Skills; Weekly hours: 2+1, ECTS: 5

The goal of this course is to provide undergraduate students with a conceptual framework and specific tools for communicating in complex environments and accomplishing strategic academic and professional goals. The curriculum includes the following themes: An overview of, and introduction to, different communication skills which are necessary for creating positive relational dynamics, as well as for the management of impression and efficiency in various personal and professional contexts. The course is primarily concerned with the development of three sets of generic skills critical to the students' success in higher education and a successful career afterwards. The three sets of skills covered in this course are to do with 'yourself', 'others' and 'the interactions between yourself and others'. Students are also introduced to the principles of academic writing and to a range of learning skills.

GD 101 - Technical Drawing; Weekly hours: 2+1, ECTS: 5

During this course the students will learn the basic elements of technical drawing, principle elements of graphic techniques, solving problems, quickly and accurately visualizing objects, and conducting analysis. The course contains the following topics: Basic tools for technical drawing (both conventional and computer - Auto CAD), types of lines and their use in technical drawings, geometric drawings, perspective, orthographic projection, isometric projection, dimensioning and cross - sections.

TUR 101 – Turkish Language I; Weekly hours: 2+1, ECTS: 5

The aim of this course is to introduce the students to elementary Turkish language skills. The course begins with the Turkish alphabet and studies basic Turkish by reading and writing of easy and simple sentences. The curriculum includes the following themes: Dialogs for introductions; “good morning, good evening” night, day and morning introductions, Daily life: “What are you doing?”, Where to?, How are you?, What is up? What do you do?, Time; hours and telling the time; Expressions of locations, Family and Friends; possessive pronouns and adjectives; home and neighbourhood, Cities: Locations, prepositions, agglutination, vowel harmony, Time Passes by: Simple past tense, from past to now; past perfect tense, Memories: Present Tense; linkings, with, ‘ile, Bon Appetite: “What shall we eat?”, “Ne Yiyelim?”, Imperatives; “What do you order?”, “Ne Alirsiniz?” Subjunctive Mood: Comparatives: Adjectives / Adverbs; Superlative Adj / Adv., Bureaucracy Everywhere: “Dear Officer / Sir/ Madam”; Present tense; “We are in a trouble!”, “BasimizDertte”, Request for Help: “ki” Diminutives; Dative, Locative suffix; ablative forms of “Nere”, Negative Verb: Interrogative/

MK 101 – Macedonian Language I; Weekly hours: 2+1, ECTS: 5

The goal of this course is to enrich vocabulary, practicing spoken language, learning the various linguistic, grammatical structures, overcoming the various models of academic writing skills in written forms in Macedonian Language. The curriculum includes the following themes: : Let’s get know each other. Personal subject pronouns, verbs of A-groups and E-group. The Present Tense, the verb CYM, numbers What is your profession. Verbs - Present Tense of the И - group, yes – no questions and answers, the gender of nouns, transitivity of verbs. What is this? I want to speak with Maria. The plural of nouns, demonstrative pronouns, modal verbs, Maria is very beautiful. Adjectives, the Future Tense. The possessive pronouns, telling the time in Macedonian, Quantifying Pronouns and Adverbs.

GRAPHIC DESIGN STUDY PROGRAM

SECOND YEAR

THIRD SEMESTER

C - GD 201 - Digital Vector Graphics - Weekly hours: 2+2, ECTS: 6

During this course the students will learn the basis of digital vector graphics, and how to use vector based editors Adobe Illustrator and Corel Draw (essential tools in Graphic Design). The course contains the following topics: creating vector artworks for virtually any project and across multiple media: print, websites, interactive projects, and video. Creating complex repeating patterns, apply gradients to a path, edit and apply custom and preset stroke profiles, add custom and preset live arrows, use improved live trace, work with Bristle and Blob brushes, add transparency to mesh and gradients, create 3D with the perspective grid, manage multiple artboards, crop with clipping masks, control transitions with opacity masks.

C - VA 201 - Principles of Photography; Weekly hours: 2+1, ECTS: 5,

The course Principle of photography is dedicated to the technical learning of photography basics as well as student personal expression in this area. This class gives students the needed technical and aesthetic skills to make quality photographs. This is not merely a technical course however. The most important thing students can bring away from this course is a new sense of seeing. Topics covered include: cameras, basic use of Adobe Photoshop and printing.

C - BA 201 - Introduction to Business; Weekly hours: 2+1, ECTS: 5,

This course is designed as an introduction to business. The purpose of this course is to introduce students with the fundamentals of the functioning of businesses. It is designed to expose all students to the many facets of business life both as consumers as well as potential business workers and/or entrepreneurs. This course examines the purposes, organization, and major activities of business operations. Emphasis is placed on understanding relationships of business, government, and the consumer in a global economy. This course is designed to give students a brief outline of most of the major activities in business.

C- GD 202 - Typography; Weekly hours; 2+1, ECTS: 5,

During this course the students by studying the language of typography through its history and application, students will gain a strong working knowledge of this fundamental element of graphic design. To be a successful designer, you need to know a letter forms, their technical aspects, their aesthetic aspects and how to use and combine successfully. The course contains the following topics: history of type, technical parameters of type, Basics of Using Typefaces, Measure, Point Size, Leading, Kerning and Tracking, Managing Indention and Alignment, Document Structures and Typographic Conventions and basic typographic grids.

EF- VA 202 – Drawing and Painting I; Weekly hours: 1+2, ECTS: 4,

In this course Students will focus primarily on observational drawing of still life and portraits. They will study and practice thru different techniques and approaches how to draw from life or clay models. How to major from life, to learn about proportions and characteristic. Students will investigate both traditional and non-traditional strategies for creating art through drawing. They will practice the fundamentals of drawing while expanding their artistic expression in relation to contemporary art.

EU - GD 206 - History of Modern Art; Weekly hours: 2+1, ECTS: 5,

The main objective in this context is that the students gain a certain amount of information and knowledge, and ways to explore and classify them. After that the goals can generally be conceptualized in training in order to students recognize the main characteristics of key art movements in the 20th century, the main protagonists and their artwork. Students in the final stages of the program should recognize the specifics of certain artistic directions in the field of painting, sculpture, architecture and other disciplines which are in a common correlation. In that way they also get necessary knowledge of technologies in the creation of artwork.

THIRD YEAR

FIFTH SEMESTER

C - GD 301– Brand Design; Weekly hours: 2+2, ECTS: 6,

The aim of this course is to introduce the students with brand design of companies, as well as designing the basic elements of it. The course contains the following topics: Introduction to brand design of a specific company, meaning of brand design for business of company, separation of the basic elements of brand design, design of basic elements of brand design (business cards, letterhead, forms, envelopes...).

C - GD 303– 2D Animation; Weekly hours: 2+1, ECTS: 5,

The aim of this course is to introduce the students with animations, their separation and their characteristics. Special accent is placed on two-dimensional animation. The course contains the following topics: Introduction to animation, meaning, categories, disciplines and professions, history, the most important animation schools and their most famous representatives, 2D animation, software needed for making 2D animation, creation of 2D animation.

C - GD 302– Design of Advertising Materials I; Weekly hours: 2+1, ECTS: 5,

The aim of this course is to introduce the students with advertising materials, their division and their characteristics. Special accent is placed on the design of advertising materials (flyers, brochures and catalogs). The course contains the following topics: Introduction to advertising material, meaning, categories, disciplines and professions, history, design of advertising materials, creating flyers, creating brochures, creating catalogs.

EF – VA 302 – Principles of Modeling; Weekly hours: 2+1, ECTS: 5,

The aim is to introduce the future creative workers with the techniques and the principles of modeling in order to understand the basic rules of form shaping and to know-how to use that knowledge. The content of this course consists of wide palette of technical and technological use of objects in art and design. Introduction to the basics and principles of sculpture. Techniques of modeling, construction of objects, their aesthetic and practical use in the fields of fine and applied art.

EF - IER 303– Marketing Research; Weekly hours: 2+0, ECTS: 4,

This course focuses on introducing students to the basics of market research, defining the research problem, and how to provide appropriate access. Acquiring knowledge and skills for independent conducting marketing research project, learning about the different stages of the marketing research, understanding of qualitative and quantitative marketing research methods. The course aims to familiarize students with the process of marketing research and the different stages of the process. In this context the course explores: defining the marketing research problem and developing an approach, research design, data types and their sources, methods of data collection, data collection forms, sampling methods, processing and analyzing the collected data and report preparation and presentation. International marketing research is also part of the curriculum.

EU - BA 306 – Law and Ethics; Weekly hours: 2+1, ECTS: 5,

This course focuses on giving understanding to student's attitude about position of morals in professional life; to support them in developing mental capability for decisions in society.

To give understanding for viewpoints about rights and responsibilities of the worker of law and administration. To educate students to be able to deal with ethically problematic situations. To develop approach to position, character professional choice are closely connected with their life. To make for student's sense about character desired in the profession of public administrator. To inform them with literature of ethics who is in connection with the field of law or their next Profession

FOURTH YEAR**SEVENTH SEMESTER****C - GD 401– Graphic Solution on Web; Weekly hours: 2+1, ECTS: 5,**

The aim of this course is to introduce the students some of the most popular software programs used in web design, introduction to the appropriate method of work, from the initial idea, research the topic, preliminary drawings made by hand, presenting ideas and preparation for work for final making of the website. It will also show separation of graphic solutions in websites, as well as their characteristics and uses. The course contains the following topics: Introduction to graphics solutions and animations in web sites, meaning, categories, disciplines and professions, history, the most important web design schools and their most famous representatives, colors in web sites, fonts in websites, graphics web sites, architecture on websites, navigation on websites, advertising in websites, interaction in web sites, audio on websites, video in websites, 2D animations in websites, 3D animations in websites.

EF - GD 402– 3D Computer Modeling; Weekly hours: 2+1, ECTS: 6,

This course provides students with knowledge of complex and emerging topics in the field of 3D Computer Graphics. It will enable the students to master the fundamentals of 3D computer graphics as well as acting as a complete resource for anyone interested in 3D modeling. It provides detailed coverage of both realistic and non-realistic 3D computer generated images. The course contains the following topics: 3D geometry in Computer Graphics, Representation and modeling of 3D objects, Creating polygonal objects, Constructive solid geometry, Scenemanagement and object representation, B-spline representation, Bezier-curves, NURBS, Modeling patch surfaces.

EF - VA 401– Digital Art; Weekly hours: 2+1, ECTS: 5,

Digital art course introduces the students to the principles of digital painting by using Adobe Creative Programs. The main goal of this course is to develop professional visual sensitivity and competency in art communication through discipline of the computer and design process. Topics covered include the basic principles of effective typography; integration of graphics and photographs; basic information design principles, working with brushes, process color and separation set.

EF - GD403– Video Production and Effects; Weekly hours: 2+1, ECTS: 5,

The aim of this course is to familiarize students with video production as well as adding visual effects to video for receiving better and more interesting video.

The course contains the following topics: Introduction to video production, video effect as a part of graphic design, studying software package for making video, types of video effects, studying software package for making video effects, making video with specified video effects.

EF - GD 313– Publication Design; Weekly hours: 2+1, ECTS: 5,

During this course the students will learn basic workflow and rules for designing books, magazines, newspapers and other publication products with professional tool Adobe InDesign. The course contains the following topics: Publication Design Within a Historical Context, The Principles and Elements of Publication Design, Using Color Effectively, Using Type Effectively, Imagery, Page Layout, The Publication in Third Dimension, Applying Principles and Elements to Different Types of Publications, Professional Opportunities in Publication Design

FINE ART TEACHING STUDY PROGRAM

SECOND YEAR

THIRD SEMESTER

C - GD 201 - Digital Vector Graphics - Weekly hours: 2+2, ECTS: 6

During this course the students will learn the basis of digital vector graphics, and how to use vector based editors Adobe Illustrator and Corel Draw (essential tools in Graphic Design). The course contains the following topics: creating vector artworks for virtually any project and across multiple media: print, websites, interactive projects, and video. Creating complex repeating patterns, apply gradients to a path, edit and apply custom and preset stroke profiles, add custom and preset live arrows, use improved live trace, work with Bristle and Blob brushes, add transparency to mesh and gradients, create 3D with the perspective grid, manage multiple artboards, crop with clipping masks, control transitions with opacity masks.

C - VA 201 - Principles of Photography; Weekly hours: 2+1, ECTS: 5,

The course Principle of photography is dedicated to the technical learning of photography basics as well as student personal expression in this area. This class gives students the needed technical and aesthetic skills to make quality photographs. This is not merely a technical course however. The most important thing students can bring away from this course is a new sense of seeing. Topics covered include: cameras, basic use of Adobe Photoshop and printing.

C - EDU 201- Principles of Photography; Weekly hours: 2+1, ECTS: 5,

The subject aims to provide the students an opportunity to understand, learn and apply the principles and methods of organization and implementation of lectures. Special attention will be paid to the comparison between the separate teaching techniques. This subject consists of the following contents: Introduction; Creation of a working atmosphere; Characteristics of the students; The motivation of students and teachers as a factor of teaching; Basic factors in planning and implementation of teaching; Teaching strategies; Interactive teaching; Contemporary teaching tools.

C- GD 202 - Typography; Weekly hours; 2+1, ECTS: 5,

During this course the students by studying the language of typography through its history and application, students will gain a strong working knowledge of this fundamental element of graphic design. To be a successful designer, you need to know a letter forms, their technical aspects, their aesthetic aspects and how to use and combine successfully. The course contains the following topics: history of type, technical parameters of type, Basics of Using Typefaces, Measure, Point Size, Leading, Kerning and Tracking, Managing Indention and Alignment, Document Structures and Typographic Conventions and basic typographic grids.

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EU - GD 206 - History of Modern Art; Weekly hours: 2+1, ECTS: 5,

The main objective in this context is that the students gain a certain amount of information and knowledge, and ways to explore and classify them. After that the goals can generally be conceptualized in training in order to students recognize the main characteristics of key art movements in the 20th century, the main protagonists and their artwork. Students in the final stages of the program should recognize the specifics of certain artistic directions in the field of painting, sculpture, architecture and other disciplines which are in a common correlation. In that way they also get necessary knowledge of technologies in the creation of artwork.

THIRD YEAR

FIFTH SEMESTER

C - VA 301– Printmaking techniques; Weekly hours: 2+2, ECTS: 6,

The course aims to introduce students to the art of multiplication or fine printmaking. To familiarize with the graphic art and the various techniques and principles in order to use them for their own creative needs and necessities. General meaning of the concept 'original printmaking' and the development of the art of printmaking throughout the history. Its place in visual arts and studying its application fields. Studying traditional techniques like monotype, printmaking. Introduction of the gadgets and equipments necessary to apply these techniques and explanation on how to use these gadgets and equipments and doing practice with them.

C - GD 303– 2D Animation; Weekly hours: 2+1, ECTS: 5,

The aim of this course is to introduce the students with animations, their separation and their characteristics. Special accent is placed on two-dimensional animation. The course contains the following topics: Introduction to animation, meaning, categories, disciplines and professions, history, the most important animation schools and their most famous representatives, 2D animation, software needed for making 2D animation, creation of 2D animation.

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The aim is to introduce the future creative workers with the techniques and the principles of modeling in order to understand the basic rules of form shaping and to know-how to use that knowledge. The content of this course consists of wide palette of technical and technological use of objects in art and design. Introduction to the basics and principles of sculpture. Techniques of modeling, construction of objects, their aesthetic and practical use in the fields of fine and applied art.

EF - VA 303– Advanced Illustration; Weekly hours: 1+2, ECTS: 4,

This course is about the meaning and usage of illustration. Illustrations are necessary part in all area that are in a need for visual explanation. Thru history of its development and practical work in basic illustration fields of appliances, students will become aware of importance and wideness of this creative applied discipline and be capable to used in their own creative expression. This course will focus on character design and book illustration and will provide knowledge necessary for basic skills and capabilities.

EU - PR 306– Intercultural Communication Weekly hours: 2+1, ECTS: 5,

The aim of this course is to introduce students to the practice and theory of intercultural communication, as a study of how people communicate through different cultures. The course will familiarize you with the basic terms and theories, as well as with some classic and recent research, pointing more on theory-into practice school, that is more interdisciplinary, drawing on communication theory, psychology, anthropology, sociolinguistics, and other fields. Introduction to Intercultural Communication; Mindful Intercultural Communication; An Identity Negotiation Perspective; Value Orientation and Intercultural Encounters; Verbal Intercultural Communication; Nonverbal Intercultural Communication; Identity Contact and Intergroup Encounters; Intercultural Personal Relationship Development; Identity and Relational Based Themes; Constructive Intercultural Conflict Management; Identity Change and Intercultural Adaptation and Transcultural Communication Competence

FOURTH YEAR

SEVENTH SEMESTER

C - VA 402– Portfolio Development; Weekly hours: 2+1, ECTS: 5,

This course aims to provide students with an introduction to production a personal portfolio and personal management. The main focus of the course is that the students will learn the basics in language as well as writing and designing personal curriculums. The main goal is to make the students visually literate, as an important part of the modern life. Students will also learn how to use Adobe In Design and QuarkXPress to create a wide variety of publications. The content of the object contains a rich variety of teaching consists of tasks through which students practice their practical and conceptual skills. Students will know how to make their own original designs and to process images and text and create various publications. Topics include an introduction to the basic principles of effective typography, use of networks, integration of graphics and images in publications, basic information and design principles that work with point process color separations, principles of page and other methodologies for design and manufacturing multi different publications. The final project consists of student-designed print publications.

EF - GD 402– 3D Computer Modeling; Weekly hours: 2+1, ECTS: 6,

This course provides students with knowledge of complex and emerging topics in the field of 3D Computer Graphics. It will enable the students to master the fundamentals of 3D computer graphics as well as acting as a complete resource for anyone interested in 3D modeling. It provides detailed coverage of both realistic and non-realistic 3D computer generated images.

The course contains the following topics: 3D geometry of 3D objects, Creating polygonal Scenemanagement and object representation, Modeling patch surfaces. in Computer Graphics, Representation and modeling objects, Constructive solid geometry, B-spline representation, Bezier-curves, NURBS,

EF - VA 401– Digital Art; Weekly hours: 2+1, ECTS: 5,

Digital art course introduces the student to the principles of digital painting by using adobe creative programs. The main goal to this course is to develop professional visual sensitivity and competency in art communication through discipline of the computer and design process. Topics covered include the basic principles of effective typography; integration of graphics and photographs; basic information design principles, working with brushes, process color and separation sect.

EF - VA 404– Painting studio ; Weekly hours: 2+1, ECTS: 4,

This course involves a careful examination of painting as a basic problem in the area of visualization and solution of color problems. Basic painting principles are fundamental and are the foundation upon which all of the subtleties of visual are based. It is important to learn these fundamentals before more advanced design. Painting as an art form also provides the students wide open opportunities to explore the social and cultural development. The course deals with different topics which mainly consists of drawing something concrete and objective . In this section the emphasis is placed on abstraction through associative and figurative expression and interpretation of real objects and situations . The main tasks and issues touching subjective perception and aim to develop the part of the individual creative process that cannot be developed using classic exercises and principles for conveying objective physical and material reality .

EF - EDU 401– Education Technologies and Material Design; Weekly hours: 2+1, ECTS: 5,

This subject aims to provide the students to understand the educational technologies and the manner of creation of lesson plans and programs. Upon termination of the subject, the students will be able to individually implement the educational technologies, as well as to create lesson plans and use teaching materials.