



INTERNATIONAL BALKAN UNIVERSITY

COURSES SUMMARY

CATALOG

SPRING SEMESTER

Faculty of Art and Design

Skopje, 2017

GRAPHIC DESIGN STUDY PROGRAM**FIRST YEAR****SECOND SEMESTER****C - ENG 102 - English Language II; Weekly hours: 2+1, ECTS: 5**

The purpose of this course is to enrich student vocabulary, to practice spoken language, to learn the various linguistic / grammatical structures, to overcome the various models of academic writing skills in written English. The curriculum includes the following themes: Introduction, Adventures of Ideas by A.N. Whitehead; Non-auditory Effects of Noise (writing comparison and differences), The Past Life of Earth; The Raising of the 'Vasa' (reading, discussion, writing), Patients and Doctors; The Pegasus Book of Inventors (reading, discussion, writing-problem solving), Exploring the Sea-floor by TF Gaskell; On Telling the Truth (reading, discussion, writing), (writing essays for the application study program)

C - VA 102 - Color & Form Theory; Weekly hours: 2+1, ECTS: 5

The program and the subject are oriented towards introduction of the basics and principles on which are the base of all art works. Relation between the drawing, color, proportion and their expression as an discipline for creating a work of art but also aesthetic objects. The process of elaboration and analysis of all elements which are incorporated in an artwork and its' reflection towards the public, the viewer (what for and how). This subject emphasizes the analysis and practical use of all art elements that consist in one artwork or objects with high aesthetic. Understanding the basic elements and their relation, their meaning and their use. Simplified this subject represents vocabulary (base) for art and aesthetic.

C - Interpersonal Communication; Weekly hours: 2+1, ECTS: 5

This course provides the students with the theoretical and practical knowledge required to understand the interpersonal communication in different social contexts and situations. It familiarizes students with the key concepts, elements and dynamics as with the new theories and models of interpersonal communication through which they can understand their communication capacity and their impression management within the interpersonal, group and public real life situations. It also introduces them with the computer mediated communication. This course contains the following topics: Introduction to Interpersonal Communication; Perception, Self and Identity; Impression management; Verbal vs. Nonverbal Communication; Understanding Interpersonal Relationships; Managing Interpersonal Relationships; Groups, Roles and Identity;

C - Digital Raster Graphics; Weekly hours: 2+1, ECTS: 5

During this course the students will learn the basis of digital raster graphics, and how to use raster based editor Adobe Photoshop (essential tool in Graphic Design). The course contains the following topics: Creating, Importing and Saving the images, adjusting tone and color of images, photo manipulation, using layers, using blend modes, masking, editing layers, using filters, restoring and repairing the images.

C - Composition & Perspective; Weekly hours: 2+1, ECTS: 5

The subject is oriented towards introduction with the basics and principles of using trigonometric perspective. This subject consists of examples of usage of perspective in art works and the practical use in drawings. The Perspective explains and studies the way of showing architecture and objects in the frames of the drawing in proportion and ratio, which results in realistic composition and construction of the drawing, painting.

EU - Macedonian Language II/ Turkish language II; 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 in Macedonian: Adjectives; At the market, Personal pronouns. Family, Future tense; At a hotel, Stories – Past Tenses, The Past Definite Imperfective Tense – Imperfect, The Modal Verbs in the Imperfect, Causal Clauses, Negative Quantifying and Universal Quantifying Pronouns and Adverbs, The Adverb MHOГY.

SECOND YEAR

FOURTH SEMESTER

C - VA 204– Illustration; Weekly hours: 2+2, ECTS: 6,

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 off appliances, students will become aware of importance and wideness of this creative applied discipline. History of illustration thru its development and usage. Meaning and Function. Techniques and materials. Ideas development, investigation of the subject matter, brainstorming, explaining the visual. Students will learn thru practicing different types of illustrations in area of medicine, botany, zoology, advertizing, book and magazine illustration, fashion industry.

C - VA 213– Digital photography; Weekly hours: 2+1, ECTS: 5,

Digital Photography course serves as an introduction to the world of photography and introduce the students to digital photography. Creating a digitized masterpieces and provide a few essentials of composition the students are also over viewing the composition essentials. With today's digital technology, however, the art form of photography reaches new creative levels, taking on new forms as new digital medium. Basic use of Adobe Photoshop and inkjet printing.

C - GD 203 – Design of Corporate Identity; Weekly hours: 2+1, ECTS: 5,

The aim of this course is to introduce the students with the corporate identity of companies, as well as designing the basic elements of it. The course contains the following topics: Introduction to the corporate identity of a specific company, importance of corporate identity for business of the company, separating the basic elements of corporate identity, design theme divided logos (logo as a major element of corporate identity).

C - PSY 204– Social Psychology; Weekly hours: 2+1, ECTS: 5,

This course aims to deepen student's knowledge about individual changes during the process of social interactions, sharpened by culture and social structures from the social context they are living in. The course contains the following topics: introduction to social psychology, self, social cognition, attribution, attitudes, attitude change, social influences, group dynamics, intergroup relationships with special points on stereotyping, prejudices, discrimination, attraction and close relationships, aggression, prosocially behavior, selected topics from applied social psychology: law, health and business.

EF - VA 203– Drawing and Painting II; Weekly hours: 1+2, ECTS: 4,

Aim of this course is to develop in students a greater sensitivity and understanding of creative expression. Hand and eye coordination, ability to monitor and transfer and the use of different materials and media. Through basic drawing art discipline is necessary to develop an original visual language necessary for further development in the fine and applied arts which in this case is graphic design. In this course students will learn about abstraction through associative and figurative expression and interpretation of real objects and situations.

EU - MAN 212– Entrepreneurship; Weekly hours: 2+1, ECTS: 5,

There has never been a more invigorating and opportunistic time to study entrepreneurship. Around the world, the current economic crisis is not just negatively affecting business; this crisis is also generating business opportunities for the creative and daring. This course aims to show how to take advantage with entrepreneurship and to introduce the students to the process of entrepreneurial success and shows them how to be effective every step of the way. Introduction to Entrepreneurship Recognizing Opportunities and Generating Ideas, Feasibility Analysis, Writing a Business Plan, Industry and Competitor Analysis, Developing.

THIRD YEAR

SIXTH SEMESTER

C - RMSS 307– Research Methods for Social Sciences; Weekly hours: 2+1, ECTS: 5,

To provide students with relevant knowledge about the basic characteristics of the research process, methodology and instruments available in scientific research and in the realization of the research and preparation of scientific papers. In addition, students will learn the relevant aspects of each stage in the process of research and gain practical knowledge on reporting and the preparation of research projects.

C - GD 304– Website Building; Weekly hours: 2+2, ECTS: 6,

The aim of this course is to learn the student to use their design skills, applying them in making web pages, as well as to use the most commonly used programming codes needed to develop a website. The course contains the following topics: Introduction to Hypertext Markup Language (HTML), HTML-DTD, HTML-Head, HTML-Body, Introduction to Cascading Style Sheets (CSS), CSS2, and introduction to JavaScript.

C - GD 305 - Design of Advertising Materials II; Weekly hours: 2+1, ECTS: 6,

Introduction to discipline of Poster Art. Historical overview, terminology and importance of poster design. In this course, students will work on different projects from different poster categories. They will understand and know how to use this important art media in visual communication and presentation of different statements.

EF - VA 314– Drawing Studio; Weekly hours: 2+1, ECTS: 4,

In this course, students will focus primarily on observational drawing of human figure. They will study and practice through different techniques and approaches how to draw figure from models. Students will investigate both traditional and non-traditional strategies for creating life or clay art through drawing. Human anatomy (bones and muscles), proportions, movement, weight, fast sketching, contour drawing, volume, light and shadow principles, taking measures from life figure Figure-spacer relationship, movement and proportional relationship. Figure studies of live models. Studies of elemental values like line, form, color and model.

EF - GD306 – Interactive 2D Animation; Weekly hours: 2+1, ECTS: 6,

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

FOURTH YEAR**EIGHT SEMESTER****C - VA 403– Philosophy of art; Weekly hours: 2+1, ECTS: 5,**

This course will explore various topics discussed philosophical aspects of art. It primarily addresses topics such as: the idea of the Taste, the possibility of critical judgment, the criteria that define art, developing the notion of fine aesthetic aspect of art, the formal elements of art etc. In this correlation we investigate the relation between the nature of art, great artists and the relationship of the public toward them. Special consideration will be the relation between aesthetics and philosophy of art through the prism of the great classical sources such as Plato, Aristotle, Hume, Kant, Hegel and others. Basic concepts of the philosophy of art. Basic theories of the ancient period, theories of mimesis and catharsis in the teachings of Plato and Aristotle. Plotin and the theory of artistic creativity. Medieval religious philosophies and theories of the Renaissance. Definition and methods of theories and the beginnings of modernism in art. Expression and inspiration, formal philosophy and materialism, uniqueness of the artwork and the autonomy of art and analytical perspectives.

EF - GD405– Graphic User Interface: 2+1, ECTS: 5,

The aim of this course is to introduce the students with the graphical user interface, its structure and its characteristics. Special accent is placed on the design of graphical user interface. The course contains the following topics: Introduction to graphical user interface, meaning, categories, disciplines and professions, history, design the graphical user interface. Software required of making of graphical user interface.

EF - GD 413– Packaging Design; Weekly hours: 0+2, ECTS: 4,

During this course the students will learn basic elements of packaging design and design process for construction and design product packages for industry from concept to shelf. The course contains the following topics: History of packaging, defining package design, target market, elements of packaged design, packaged design pipeline (Pre-design, Beginning the Assignment, Observation, Immersion, and Discovery, Design Strategy Design Development, Design Refinement, Design Finalization and Preproduction, Retail Reality, Key Points about the Design Process).

EF – VA406– Conceptual Art; Weekly hours: 2+1, ECTS: 5,

The course will provide students with theoretical and practical introduction to interpersonal communication in different social contexts and situations. Also, will bring students to the basic concepts, elements and dynamics of interpersonal communication by introducing new theories and models. Students will be closely acquainted with their own communication capacity and ways of exploitation in interpersonal, group and public situations both in the immediate and in computer mediated communication.

EF - GD407 – 3D Computer Animation; Weekly hours: 2+1, ECTS: 5,

This course offers clear, step-by-step guidelines for the entire process of creating a fully rendered 3D computer animation. With up-to-date coverage of the latest computer animation styles and techniques, this versatile guide provides insightful information for creating animations and visual effects—from creative development and preproduction to finished animation.

FINE ART TEACHING STUDY PROGRAM**FIRST YEAR****SECOND SEMESTER****C - ENG 102 - English Language II; Weekly hours: 2+1, ECTS: 5**

The purpose of this course is to enrich student vocabulary, to practice spoken language, to learn the various linguistic / grammatical structures, to overcome the various models of academic writing skills in written English. The curriculum includes the following themes: Introduction, Adventures of Ideas by A.N. Whitehead; Non-auditory Effects of Noise (writing comparison and differences), The Past Life of Earth; The Raising of the 'Vasa' (reading, discussion, writing), Patients and Doctors; The Pegasus Book of Inventors (reading, discussion, writing-problem solving), Exploring the Sea-floor by TF Gaskell; On Telling the Truth (reading, discussion, writing), (writing essays for the application study program)

C - VA 102 - Color & Form Theory; Weekly hours: 2+1, ECTS: 5

The program and the subject are oriented towards introduction of the basics and principles on which are the base of all art works. Relation between the drawing, color, proportion and their expression as an discipline for creating a work of art but also aesthetic objects. The process of elaboration and analysis of all elements which are incorporated in an artwork and its' reflection towards the public, the viewer (what for and how). This subject emphasizes the analysis and practical use of all art elements that consist in one artwork or objects with high aesthetic. Understanding the basic elements and their relation, their meaning and their use. Simplified this subject represents vocabulary (base) for art and aesthetic.

C - Interpersonal Communication; Weekly hours: 2+1, ECTS: 5

This course provides the students with the theoretical and practical knowledge required to understand the interpersonal communication in different social contexts and situations. It familiarizes students with the key concepts, elements and dynamics as with the new theories and models of interpersonal communication through which they can understand their communication capacity and their impression management within the interpersonal, group and public real life situations. It also introduces them with the computer mediated communication. This course contains the following topics: Introduction to Interpersonal Communication; Perception, Self and Identity; Impression management; Verbal vs. Nonverbal Communication; Understanding Interpersonal Relationships; Managing Interpersonal Relationships; Groups, Roles and Identity;

C - Digital Raster Graphics; Weekly hours: 2+1, ECTS: 5

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C - Composition & Perspective; Weekly hours: 2+1, ECTS: 5

The subject is oriented towards introduction with the basics and principles of using trigonometric perspective. This subject consists of examples of usage of perspective in art works and the practical use in drawings. The Perspective explains and studies the way of showing architecture and objects in the frames of the drawing in proportion and ratio, which results in realistic composition and construction of the drawing, painting.

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Language. The curriculum includes the following themes in Macedonian: Adjectives; At the market, Personal pronouns. Family, Future tense; At a hotel, Stories – Past Tenses, The Past Definite Imperfective Tense – Imperfect, The Modal Verbs in the Imperfect, Causal Clauses, Negative Quantifying and Universal Quantifying Pronouns and Adverbs, The Adverb MHOГY.

SECOND YEAR

FOURTH SEMESTER

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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 off appliances, students will become aware of importance and wideness of this creative applied discipline. History of illustration thru its development and usage. Meaning and Function. Techniques and materials. Ideas development, investigation of the subject matter, brainstorming, explaining the visual. Students will learn thru practicing different types of illustrations in area of medicine, botany, zoology, advertizing, book and magazine illustration, fashion industry.

C - VA 213– Digital photography; Weekly hours: 2+1, ECTS: 5,

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C - EDU 202– Educational Psychology; Weekly hours: 2+1, ECTS: 5,

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EU - PCG 212– Multicultural Education; Weekly hours: 2+1, ECTS: 5,

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and to introduce the students to the process of entrepreneurial success and shows them how to be effective every step of the way. Introduction to Entrepreneurship Recognizing Opportunities and Generating Ideas, Feasibility Analysis, Writing a Business Plan, Industry and Competitor Analysis, Developing.

THIRD YEAR

SIXTH SEMESTER

C - RMSS 307– Research Methods for Social Sciences; Weekly hours: 2+1, ECTS: 5,

To provide students with relevant knowledge about the basic characteristics of the research process, methodology and instruments available in scientific research and in the realization of the research and preparation of scientific papers. In addition, students will learn the relevant aspects of each stage in the process of research and gain practical knowledge on reporting and the preparation of research projects.

C - EDU 303– Educational Methodology; Weekly hours: 2+1, ECTS: 5,

This subject aims to provide the students to acquire knowledge about the educational methodology, especially in regard to advice and instructions. During this, the students will learn about the strengths and weaknesses of the separate methods which are used in education. The curriculum consists of the following contents: Introduction; Theoretical disposition of methods for holding lectures; Practical application of the theoretical knowledge; Comparison of the separate methods for holding lectures; Techniques for holding lectures; Development of new methods for holding lectures.

C - GD 305 - Design of Advertising Materials II; Weekly hours: 2+1, ECTS: 6,

Introduction to discipline of Poster Art. Historical overview, terminology and importance of poster design. In this course, students will work on different projects from different poster categories. They will understand and know how to use this important art media in visual communication and presentation of different statements.

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EF - VA 405– Sculpture studio: 1+2, ECTS: 4,

Course focus is introducing and acknowledging the basics and principles of Sculpture. This subject teaches the techniques of modeling, construction of objects, their aesthetics and practical use in Art and applied art. The idea is to produce knowledge related to practical work with different materials, solving visual problems like: proportion, static, composition, tactility and use of this attributes. Technical and technological use of the sculpture in the field of art and design. Process of creating an object from a sketch to a life size object. In this class students are involved in the process of modeling-sculpting of a model or a sketch, with a purpose of gaining knowledge of proportions, construction, drawing, statics, plasticity, texture, dynamic and the insight of the technological process of working with materials such as: clay, terracotta(ceramic), plaster, metal, stone, wood, plastic, glass and others.

EF - GD 413– Packaging Design; Weekly hours: 0+2, ECTS: 4,

During this course the students will learn basic elements of packaging design and design process for construction and design product packages for industry from concept to shelf. The course contains the following topics: History of packaging, defining package design, target market, elements of package design, package design pipeline (Pre-design, Beginning the Assignment, Observation, Immersion, and Discovery, Design Strategy Design Development, Design Refinement, Design Finalization and Preproduction, Retail Reality, Key Points about the Design Process).

EF – VA406– Conceptual Art; Weekly hours: 2+1, ECTS: 5,

The course will provide students with theoretical and practical introduction to interpersonal communication in different social contexts and situations. Also, will bring students to the basic concepts, elements and dynamics of interpersonal communication by introducing new theories and models. Students will be closely acquainted with their own communication capacity and ways of exploitation in interpersonal, group and public situations both in the immediate and in computer mediated communication.

EF - EDU 403– Special Education; Weekly hours: 2+1, ECTS: 5,

This course aims to make students familiar with the specifics and the details for education of people with special needs. The students will become familiar with the chronological development of education for people with special needs, as well as the legal regulations for education of people with special needs and the institutions that implement the same.