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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Electronic Engineering | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | Electronics and Microsystems | | |
| Study Module (if applicable) | | | | Electronics | | |
| Course title | | | | Visual design | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | 1 | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Stojanović V. Nikola | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| Introduce students to the visual arts, as it accrues, which are the basics and an introduction to aesthetics. What is the trash, and what are the real visual values​, a sense of beauty, Introduce students with the basics of logos, typography, photography, complete visual identity and its creation. Design to photography, film and television, print, and web. The use of colours, lines, shapes and letters. Total design and visual communications | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| Students are able to independently create logos and other visual elements for the diverse needs in web design, television, movies, billboards, advertisements, but only as part of the overall design with a specific message to the visual communication and better visual experience. Independently designing a logo placement in a specific format, with complete follow-up design, set design, lighting, graphics on television, and with all the visual elements on the web and other formats. | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | | **20** |
| **Practical teaching** | **20** | | **Oral examination** | | | **20** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |