

## SYLLABUS OF THE ACADEMIC DISCIPLINE

### Structure Base in design

(name of discipline)

**Discipline status** –free choice of the higher education applicant .

**Lecturer(s) of the Department Graphic design : prof. Yezhova Olha** \_\_\_\_\_

(full name of the department) (last name, initials)

**Higher education level / Recommended** – first (bachelor's)

**Specialty** – Design \_\_\_\_\_

(code and name of specialty)

### 1. Abstract:

**Volume** : total number of hours – \_\_\_\_; number of ECTS credits – 4.

**The purpose of the discipline is** to develop students' understanding of the basic principles and elements of visual composition in design; to develop the ability to analyse and organize visual forms, apply compositional principles, and use line, shape, pattern, texture, value, and color as means of creating coherent and expressive design solutions; to acquire practical skills in applying structural and compositional principles in graphic design projects..

#### **Learning outcomes of the discipline :**

*know:* basic principles of visual composition, including unity, variety, emphasis, focal point, scale, proportion, balance, and rhythm; fundamental characteristics and functions of basic design elements such as line, shape, pattern, texture, value, and color;

*be able to:* analyse the structure and compositional organization of visual works; identify relationships between design elements and principles; organize visual elements within a composition according to its functional and aesthetic objectives;

*be able to demonstrate:* the ability to apply principles of unity, emphasis, balance, proportion, scale, and rhythm in the development of design compositions; use line and shape to construct and organize visual forms;

*have the skills:* to work with pattern, texture, value, and color as means of creating visual hierarchy, contrast, rhythm, depth, and expressive qualities in graphic design;

*have the skills to::* select and combine visual elements and compositional principles to develop coherent and visually balanced design solutions;

*be able to demonstrate:* an understanding of the relationship between individual design elements and the overall structure of a composition and apply this understanding in practical design tasks;

to decide for oneself: appropriate compositional and visual means for solving basic graphic design problems, taking into account the intended function, structure, and visual character of the design.

**Course content:** Topic 1. Basic aspects of composition. Topic 2. Design elements: line and shape. Topic 3. Pattern, texture, and color in graphic design.

**Tools for diagnosing learning success:** individual tasks, namely: presentation, tasks, questions for thematic / final control, tests.

**Language of instruction : English**

### 3. Policy:

3.1. Higher education students are required to comply with the principles of academic integrity, including:

independently completing all types of coursework, assignments, and assessment activities предусмотренных by the syllabus of the discipline;

properly citing sources of information when using ideas, concepts, designs, developments, statements, or other information created by others;

complying with legislation and institutional regulations concerning copyright and related rights;

providing accurate information about the results of their own educational and creative activities, methods used, and sources of information.

3.2. Learning outcomes obtained through non-formal or informal education may be recognized. Practical and independent assignments may be assessed from 5 to 20 points per content module if the student provides a relevant certificate confirming completion of a course, training, or educational programme on the respective topic or related areas, including courses offered by massive open online course (MOOC) platforms, educational and training centres, academic mobility programmes, and other recognized educational providers.

3.3. To receive a positive final grade for the discipline, a student must obtain the minimum required number of points for each assessed type of work and complete all required assessment activities.

3.4. Extension of assignment deadlines:

in case of valid reasons (illness, academic mobility, unforeseen circumstances, etc.), an extension of the deadline may be granted without reducing the maximum possible grade, provided that the student informs the instructor in advance about the reason for the delay and the proposed new submission date, either personally or through the group representative;

in the absence of a valid reason, late submission of assignments may result in a reduction of the maximum possible grade.

3.5. If plagiarism is detected, the assignment must be revised and resubmitted. The maximum possible grade for the assignment may be reduced.

3.6. Classes missed without a valid reason must be made up according to an individual schedule agreed upon with the instructor.

3.7. Assignments completed by a student during an academic mobility programme may be recognized and transferred, subject to their relevance to the learning outcomes and content of the discipline and upon agreement with the instructor.