



Visualization and graphic design

(block of disciplines)

Volume: 16 ECTS credits (4 disciplines of 4 ECTS credits)

How many semesters is taught: four

Days, Time, Place: according to the schedule

Language: English

Description of the block of disciplines

The block of disciplines is designed for higher education students who want to learn how to work in social networks and create quality content to maximize the target audience.

The discipline "**Digital Image Processing**" is designed for higher education students who want to freely use graphics in the professional sphere and personal interests. The discipline is based on the knowledge gained during the study of the school course of computer science. The discipline "Digital Image Processing" will introduce the main features of the graphic editor GIMP when working with bitmaps, photos and animation.

Social media is saturating the Internet and it is vital for brands to understand how to effectively use it. The discipline "**Social Media Management**" will teach how to take their social media strategy to the next level with practical solutions to make effective social media decisions through analytics. The theoretical framework that guides social media decision-making also guides tactical implementations for organic growth. Through lectures, discussions, and case studies, students determine the best tactic and content to execute for social media marketing in peer-to-peer businesses. Topics discussed include leveraging content management, social media governance, analytics, and defining and measuring success through metrics.

Nowadays, when billions of people use social networks and the number of new users is growing every day, communication strategies cannot do without social networks. The publication of high-quality graphic content will allow reach a wide target audience. The discipline "**Social Media Graphic Design**" will acquaint applicants with the basics of design, namely the basics of composition, color, typography, stylistics, and process design. Applicants will learn to distinguish between types of content for social networks, create a content plan, and learn the features of content design. Considerable attention will be paid to the practical development of various graphic materials for social networks (logos, infographics, banners, animations, memes, and video content).

Forms and methods of teaching

The course will be presented in the form of lectures and practical classes, organization of independent work of students in libraries and computer networks. The teachers will use problem-based and interactive teaching methods, consultations.

The educational process is fully supported on the course page in the educational environment of the university <http://vle.ndu.edu.ua>

Organization of training

No	Discipline	Semester	ECTS credits	Total hours	Lectures	Practical training	Laboratory classes	Individual work
1	Digital Image Processing	autumn	4	120	12	-	28	80
2	Social Media Management	spring	4	120	10	10	20	80
3	Social Media Graphic Design	autumn	4	120	12	-	28	80
4	Data analysis	spring	4	120	14	26	-	80