

LABORE ET ZELO

Visualization and graphic design

(block of elective disciplines)

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

During how many semesters it is taught: one

Days, Time, Place: according to the schedule

Teaching language: English

Description of the block of disciplines

The block of disciplines is designed for students of higher education who want to join the community of graphic designers, web designers and interface designers or work in social networks and create quality content for maximum engagement of the target audience.

The "**Basics of Design**" discipline will familiarize applicants with the basics of design, namely the basics of composition, color science, typography, stylistics and process design. Students will apply the acquired knowledge in practice when working with the Figma editor, which is designed to work with both websites and interfaces.

The discipline "**Computer Graphics**" is designed for students of higher education who want to freely use graphics in their professional sphere and personal interests. The discipline is based on the knowledge obtained during the study of the school computer science course. The discipline "Computer graphics" will familiarize you with the basic capabilities of the GIMP graphic editor when working with bitmap images, photos and creating animations.

"Social Media Graphic Design" is designed to equip students with the necessary skills and knowledge to create engaging and visually appealing graphics for social media platforms. Students will learn how to apply the fundamentals of graphic design principles, color theory, typography, and composition to social media marketing. Through hands-on projects and practical exercises, students will gain proficiency in creating graphics for various social media channels, including Instagram, Facebook, Twitter, and more.

The discipline "**Data analysis and visualization**" forms a view of data analysis as a systematic scientific and practical activity that has an applied nature and can be applied in various fields of human activity. The main goal is to form the basic theoretical concepts that underlie data analysis, and to reveal the place and significance of relevant knowledge in the general and professional education of a person, the relationship of this course with other educational subjects, in particular computer science, probability theory, mathematical statistics, sociometrics, econometrics, etc., learn how to visualize the results of data analysis.

Forms and methods of education

The course will be taught in the form of lectures and laboratory classes, organization of independent work of students in libraries and computer networks. Teachers will use problem-based and interactive learning methods, consultations, and projects.

Organization of training

№	Title	Semester	ECTS credits	Hours in general	Hours for Lectures	Hours for Practical trainin	Hours for Laboratory classes	Hours for Independent worka
1	Basics of Design	Autumn	4	120	20	-	20	80

2	**Computer Graphics**	Spring	4	120	20	-	20	80
3	**Social Media Graphic Design**	Autumn	4	120	20	-	20	80
4	**Data analysis and visualization**	Spring	4	120	20	-	20	80