

Specification for the book of courses

Study program		Electronics and Microsystems		
Module		Electronics and Microsystems		
Type and level of studies		Master studies		
The name of the course		Visual Design		
Lecturer (for lectures)		Pavlović D. Vlastimir		
Lecturer/associate (for exercises)		Pavlović D. Vlastimir		
Lecturer/associate (for OFE)				
Number of ECTS		5	Course status (obligatory/elective)	Elective
Prerequisites				
Course objectives				
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 colors, lines, shapes and letters. Total design and visual communications.				
Course outcomes				
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.				
Course outline				
Theoretical teaching				
Practical classes will be carried out continuously throughout the whole semester, students will make logos, typography and complete visual design on the given topics. Designing a complete total design for a company, firm, from a logo, to a complete first website and a trademark. Design on TV spots and jigsaws, design for printing in large and small formats, design for mobile telephony, icons and applications.				
Practical teaching (exercises, OFE, study and research)				
Practical classes will be carried out continuously throughout the whole semester, students will make logos, typography and complete visual design on the given topics. Designing a complete total design for a company, firm, from a logo, to a complete first website and a trademark. Design on TV spots and jigsaws, design for printing in large and small formats, design for mobile telephony, icons and applications.				
Textbooks/references				
1	Mike Monteiro, Design is a job, A book a part, 2012.			
2	Jil Butler, William Lindwell, Universal Principles of Design, Mate, 2014.			
3				
4				
5				
Number of classes of active education per week during semester/trimester/year				
Lectures	Exercises	OFE	Study and research work	Other classes
2	2	0		
Teaching methods				
Lectures, laboratory exercises.				
Grade (maximum number of points 100)				
Pre-exam duties		Points	Final exam	Points
Activity during lectures		10	Written exam	
Exercises		20	Oral exam	40
Colloquia				
Projects		30		