

GRAPHIC AND ADVERTISING DESIGN IN FASHION

The Master's programme *Graphic and Advertising Design in Fashion* is intended for graduates with a Bachelor's degree (ISCED 6) in the professional fields 8.1 "Theory of Arts", 8.2 "Fine Arts", 8.4 "Theatre and Film Arts", and the specialty 1.3 "Teaching Methodology of /Fine Arts/".

I. General Overview of the Programme:

The curriculum is composed of compulsory courses that provide the educational minimum in the field of visual arts, with a focus on graphic design, advertising, and advertising communication in fashion design. Specialisation is further achieved through a selection of elective courses.

Throughout the educational process, students gain insight into the key artistic-aesthetic, technological, economic, and organisational aspects involved in the design and implementation of garments, textile products, and fashion goods. Emphasis is placed on innovative tools used in graphic design, advertising, and advertising communication for presenting fashion products. Theoretical knowledge is structured in close conjunction with studio practice, where students develop projects in the field of fashion design using the means of graphic and advertising design.

II. Programme Objective:

The goal of the Master's programme is to prepare highly qualified professionals in graphic design capable of executing artistic projects related to the advertising of products and creations within the fashion industry.

Objectives:

- To provide foundational theoretical knowledge in technical aesthetics and design;
- To deepen students' understanding of the essence and typical functions of corporate identity;
- To enhance practical skills for effectively applying acquired knowledge to achieve visual-decorative solutions in graphic design;
- To develop graphic advertising layouts for industrial products using computer-aided design tools.

III. Acquired Knowledge, Skills, and Competencies in Accordance with the National Qualifications Framework:

Professional Qualifications and Competency Requirements:

- To train professionals in the field of graphic design and fashion advertising;
- To develop aesthetic and artistic means of expression;

- To improve and develop artistic and creative abilities for designing fashion products through graphic design;
- To cultivate artistic and organisational skills for leading successful advertising campaigns;
- To create projects for corporate advertising, textile products, and fashion items.

Knowledge:

- A broad spectrum of theoretical and practical knowledge, skills, and competencies in advertising and graphic design in fashion;
- Understanding of principles, concepts, and patterns in the fields of fashion advertising and graphic design;
- Mastery and application of basic methods and techniques in digital illustration, creating complex compositions of two- and three-dimensional forms;
- Knowledge and skills in digital drawing techniques;
- Awareness of current trends in contemporary graphic design;
- Capability to develop projects for the visual identity of companies and organisations in the fashion industry;
- Knowledge of key directions in digital art;
- Ability to generate innovative ideas and solutions;
- Advanced specialised practical and theoretical expertise in fashion product development, communication strategies, and advertising practices.

Skills:

- A rich set of practical and cognitive skills and approaches essential for understanding artistic and aesthetic challenges and crafting creative solutions;
- The ability to analyse and resolve problems based on contemporary achievements;
- Capacity to generate new knowledge through research and innovation in fashion advertising;
- Deepened theoretical and practical skills in digital arts;
- Proficiency in core processes, concepts, and trends in digital art, encompassing a wide range of visual arts, including graphic and advertising design, architecture, sculpture, painting, printmaking, applied arts, and new synthetic art forms.

Competencies:

a) Autonomy and Responsibility:

- Ability to construct administrative and organisational structures in fashion advertising and communication;
- Teamwork skills and competence in overcoming complex problems in unpredictable environments with multiple interacting factors;

- Creativity in project development and practical application of various advertising graphic styles;
- Creativity in marketing activities related to managing fashion projects within the fashion industry; understanding the interrelations among marketing, advertising, product positioning, and public relations;
- Flexibility in managing change within a given context.

b) *Learning Competency:*

- Ability to design advertising projects for fashion events in electronic and print media;
- Independent interpretation of acquired theoretical knowledge in designing fashion spaces (advertising materials, window displays, products, etc.);
- Conceptual and abstract thinking;
- Proficiency in artistic expressive tools, methods, and techniques for visualising ideas and images, successfully applied in advertising activities;
- Proficiency in operating systems and professional software;
- Understanding and application of knowledge, methods, and techniques from colour theory and combinatorics;
- Knowledge of contemporary trends in graphic design;
- Proficiency in visualisation and printing methods using various types of peripherals;
- Advanced theoretical and factual knowledge in fashion design and styling;
- A high degree of autonomy and adaptability to complex academic content, using personal methods and approaches to master it;
- A responsible and in-depth attitude towards the learning process, recognising the need for new knowledge.

c) *Communication and Social Skills:*

- Communication through specialised graphic skills in the form of creative graphic projects;
- Effective interaction using diverse means of expression in graphic and advertising design within social and cultural contexts;
- Independent selection of appropriate methods for effective and public presentation of different types of information, graphic images, and advertisements in various social spheres;
- Public presentation of information in multiple formats.

d) *Professional Competencies:*

- Gathering, classifying, evaluating, and interpreting information for solving specific tasks or completing creative projects;
- Utilisation of new strategic approaches; development and expression of personal opinions on problems arising in the creative interpretation process.

IV. Career Opportunities:

Graduates of the *Graphic and Advertising Design in Fashion* programme acquire specialised training, enabling them to work in positions listed under the National Classification of Occupations and Positions (2011) such as:

- 2166 Graphic and Multimedia Designers
- 2166 8002 Artistic Layout Designer
- 2166 3008 Graphic Designer
- 2166 3009 Designer of Print Publications
- 2166 3010 Digital Arts Specialist
- 2651 8018 Artist in Commercial Advertising

Graduates of this programme may pursue careers in advertising and graphic design, working as graphic and multimedia designers, layout artists in publishing houses, advertising studios, and fashion companies. Their professional activities encompass a wide range of visual representations such as logos, web banners, printed advertising materials, video projects (including animation, video editing, and 3D design), executed both manually and using computer software.

The qualification profile of the Master's programme *Graphic and Advertising Design in Fashion* is a key document that defines the development of the curriculum and syllabi. It is aligned with the Higher Education Act, the Ordinance on the State Requirements for Acquiring Higher Education for the “Bachelor” and “Master” degrees, and the regulations of the South-West University “Neofit Rilski”.

**Coordinator of the Department of Fine Arts for the specialty
“GRAPHIC AND ADVERTISING DESIGN IN FASHION”:**

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CURRICULUM STRUCTURE

Graphic and Advertising Design in Fashion – Master’s Degree Program

First Semester	ECTS Credits	Second Semester	ECTS Credits
Compulsory Courses		Compulsory Courses	
History of Fine Arts	4.0	History of Bulgarian Fine Arts	4.5
History of Costume	4.0	History of Fashion	4.5
Drawing – Part 1	4.0	Drawing – Part 2	3.0
Painting – Part 1	4.0	Painting – Part 2	3.0
Digital Images – Part 1	4.0	Sculpture	6.0
Fashion Design Technology /Fashion Product Design/	4.0	Composition in Graphic Design	3.0
Elective Courses (<i>students choose two courses from Group I</i>)		Elective Courses (<i>students choose two courses from Group II</i>)	
Color Theory	3.0	Digital Fashion Illustration	3.0
Innovative Approaches in Advertising	3.0	Symbolism and Semiotics in Fashion Design	3.0
Printed Products and Technologies	3.0	Applied Aspects in Fashion Design	3.0
Perspective	3.0	Plastic Anatomy	3.0
Theory and Practice of Graphic Design	3.0	Photography in Graphic Design	3.0
		Plastic Development of a Graphic Sign	
Total hours for selected courses from the group	6.0	Total hours for selected courses from the group	6.0
TOTAL	30	TOTAL	30
Third Semester	ECTS Credits	Fourth Semester	ECTS Credits
Compulsory Courses		Compulsory Courses	
Visual Communication	4.0	Fashion Advertising Design (<i>window displays, booths, branding, exhibition areas</i>)	3.0
Advertising Graphics	4.0		2.0
Marketing in the Arts – Part 1			2.0
Digital Image Creation	4.0	Methods and Tools for Creating and Processing Visual Information in Graphic	2.0

Graphic Design, Prepress and Packaging Design	5.0	Design and Advertising	15.0
Applied Painting	4.0	Thesis Defense	
	3.0		
Elective Courses (<i>students choose two courses from Group III</i>)		Elective Courses (<i>students choose two courses from Group IV</i>)	
History and Theory of Graphic and Advertising Design	3.0	Videographics	2.0
Processing of Digital Images	3.0	Visual Media Advertising	
Contemporary Fashion Advertising	3.0	Fashion Show Advertising	2.0
Game Design	3.0	Scientific Strategies and Research in Fashion Marketing and Design	2.0
Three-Dimensional Advertising Images	3.0	Portfolio Projects	2.0
Total hours for selected courses from the group	4.0	Total hours for selected courses from the group	30
Total number of hours for the selected elective courses	22.0		
TOTAL	30	TOTAL	30

TOTAL FOR 2 ACADEMIC YEARS: 120 ECTS CREDITS

HISTORY OF VISUAL ARTS

ECTS credits: 4.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 2 hours lecture, 1 hour practical

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance: Department of Fine Arts, Faculty of Arts

Lecturer:

Prof. Dr. Emil Kukov

Annotation: This lecture course covers the history of art from the Late Paleolithic period to the end of the 19th century. Each historical era is presented with its core historical context, representative works, and characteristic relationships between art and reality. The lectures are accompanied by audiovisual materials such as films, CDs, and reproductions.

The overall goals of the course are to provide:

- Knowledge of the genesis and general periodization of global artistic development;
- Understanding of themes and subjects, expressive means, and the relationship between art and reality, and between art and society for each period;
- Insight into the historical conditions that led to the emergence, evolution, and decline of particular styles and the cultural models of various epochs;
- Familiarity with stylistic developments across different periods of art history;
- Knowledge of representative works of art characteristic of specific time periods;
- Understanding of individual artists, their works, and their unique contributions to the history of art across different times and cultural contexts.

Course content: Students are introduced to the fundamentals of visual literacy. The course focuses on building a foundation in artistic means of expression, methods, and techniques for visualizing ideas and images.

Teaching and assessment methods: Instruction is delivered through lectures and practical sessions, supported by modern technologies and multimedia, including demonstrations and discussions. At the end of the first semester, students take a final exam. All practical assignments and theoretical papers related to the lecture topics must be submitted. Final grades also reflect ongoing assessment results.

HISTORY OF COSTUME

ECTS credits: 4.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 2 hours lecture, 1 hour practical

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance: Department of Fine Arts, Faculty of Arts

Lecturer:

Prof. Dr. Emil Kukov

Annotation: The “*History of Costume*” course is intended for Master’s degree students in the *Graphic and Advertising Design in Fashion* program (2-year, 4-semester course), aiming to qualify as *artist-designers*.

The lecture series and practical exercises introduce students to the nature of costume and its historical evolution. Studying the “*History of Costume*” is directly connected to the artistic design of clothing, addressing the specifics of garments in different historical eras, the transformation of elements, and the development of textiles and sewing technologies.

The course objectives are:

1. To provide students with theoretical knowledge about the development of costume and clothing through the ages.
2. To familiarize them with garment construction, materials, and decoration, as well as accessories that complete the overall appearance.
3. To develop skills and competencies for reinterpreting and incorporating historical costume models into their design work.

DRAWING – PART I

ECTS credits: 4.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 2 hours practical

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance: Department of Mechanical Engineering, Faculty of Technology

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: The “*Drawing*” course is considered a core, foundational discipline for the overall educational process of students in the “*Graphic and Advertising Design*” Master’s program (2-year course, 4 semesters).

The practical drawing sessions form the basis for shaping the artist-designer’s professional identity. Progressing through all phases of representation—from still life to the highest stage, the human figure—aims to cultivate and direct students’ talent, while developing practical skills.

Instruction in drawing takes place during the first semester. It is carried out through mandatory assignments and is supplemented by drawings done independently in students' free time (extracurricular work).

PAINTING – PART I

ECTS credits: 4.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 2 hours practical

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Diana Zaharieva

Annotation: The aim of the “*Painting*” course is to provide a structured system of knowledge in the field of painting and the visual literacy necessary for the successful creation of painting studies and independent artistic works.

This course delivers instruction on techniques for working with painting materials and tools, as well as on compositional structure, drawing, light and shadow modeling, and color-based spatial construction when working from life. It introduces the specific expressive means of painting.

Students gain knowledge in representing forms plastically in painting through still lifes (featuring various objects), the human figure (head, clothed half-figure and full figure, nude figure, and compositions of two figures). The course also includes training in the construction of pictorial space, supported by the principles of linear and atmospheric perspective.

DIGITAL IMAGES – PART I

ECTS credits: 4.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 2 hours practical

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Faculty of Engineering

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: This course is designed to develop students' foundational knowledge in graphic design, advertising, and visual arts through the use and application of digital images and illustrations. It builds skills related to creating, designing, and executing visual artistic images that engage the digital environment.

The subject “*Digital Image Creation*” is a mandatory component of the Master’s program “*Graphic and Advertising Design in Fashion*” (2-year duration). The curriculum emphasizes current trends in technologies and conceptual approaches in the creation of digital images and their use in contemporary digital art.

During lectures, students acquire solid knowledge of the techniques and technologies involved in creating and applying digital images in graphic design and advertising. They develop virtual, spatial, and visual thinking, learn to produce appropriate visual content, and apply relevant techniques, methods, technologies, and professional software tools.

In the practical sessions, students are trained to apply fundamental principles, methods, and techniques in the field of digital drawing. They master various skills related to digital image creation and learn to utilize the specific expressive tools of digital art, enabling them to develop and execute projects and products in the field of graphic design and advertising.

TECHNOLOGY OF FASHION DESIGN /FASHION PRODUCT DEVELOPMENT/

ECTS credits: 4.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 2 hours practical

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Faculty of Engineering

Lecturer:

Prof. Dr. Eng. Snejina Andonova

Annotation: Students acquire knowledge of the main processes in garment manufacturing: preparation of technical documentation, fabric preparation and cutting, fusing and sewing, pressing and final finishing.

General topics covered include sewing threads, stitches and seams, needles, and sewing machines. The course examines processes such as fabric spreading, cutting, small part construction, assembly operations for patch and welt pockets, the technological sequence for constructing structural parts and units, as well as the sequence and processes applied in the manufacturing of various types of sewn garments.

Students who successfully complete the exam in “Technology of Fashion Design /Fashion Product Development/” will acquire the necessary theoretical and professional foundation for

applying contemporary technological methods in the creation of functional clothing. During the practical sessions, students optimize technological workflows, create individual garment parts and units, complete full garments, and develop process sequences for constructing garments based on specific designs.

COLOR THEORY

ECTS credits: 3.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Prof. Dr. Emil Kukov

Annotation: The course "Color Theory" is offered as an elective subject in the curriculum of the "Graphic and Advertising Design in Fashion" master's program.

The lecture component aims to provide students with basic theoretical knowledge about the nature of color and its application in the process of artistic and visual activity.

In the practical sessions, students are expected to develop an understanding of the application of color in visual arts, acquire skills in color harmonization, and systematically construct color compositions of an abstract-decorative, applied-functional, or fine art character.

INNOVATIVE APPROACHES IN ADVERTISING

ECTS credits: 3.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Cultural Studies, Faculty of Arts

Lecturer:

Chief Assistant Dr. Silvia Petrova

Annotation: Introduction to innovative methods for creating contemporary advertising for fashion events, products, artifacts, fashion brands, fashion houses, etc., with a focus on new

electronic and multimedia tools for presentation and communication, and the possibilities of the internet.

The course aligns with the overall goals of the major, the university's academic standards, the qualification framework, and the necessary professional competencies.

PRINTED PRODUCTS AND TECHNOLOGIES

ECTS credits: 3.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 3 hours lecture, 1 hour seminar

Course type: Lecture and seminar

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Technical Faculty

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: This course provides fundamental knowledge about the characteristics of printed products and printing technologies, as well as prepress processes in graphic design. Theoretical knowledge gained is applied practically by students in preparing projects for various types of printing using suitable computer software.

The course covers types of printing and printing technologies, as well as their application in designing and producing different printed works (books, periodicals, posters), corporate advertising materials, signs, packaging (product design).

Students undertake projects where they apply knowledge and requirements related to the respective technologies.

PERSPECTIVE

ECTS credits: 3.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Technical Faculty

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: The proposed lecture course on perspective combines the essential fundamental minimum knowledge of descriptive, projective, and perspective geometry needed by students to solve future professional problems related to space, form, and light. It is adapted to the specifics of the major for which it is intended.

The theoretical part includes a practical demonstration component, without which mastering the complex issues of perspective is impossible.

Perspective, as a theoretical discipline, is an integral part of the special/private theory of the arts and, as such, is closely methodologically linked to courses in drawing, painting, modeling, and design in graphic design.

THEORY AND PRACTICE OF GRAPHIC DESIGN

ECTS credits: 3.0

Semester: 1st semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Technical Faculty

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: This course offers fundamental knowledge about the theory and history of graphic design, forms and colors, writing systems, types of graphic design, its expressive means, and basic elements. In chronological order, it covers the structure and features of the manuscript book, the transition to early printing, and the design of contemporary printed works.

Briefly discussed are types of illustrations and the ways books are designed according to genre. The principles of graphic design are presented, along with important aspects of visual perception and laws derived from Gestalt psychology.

The course also aims to enhance graphic culture and provide basic knowledge of the creative process in graphic and advertising print design.

During lectures, students acquire theoretical knowledge related to specific terminology, history, and design processes in graphic design.

In practical exercises, students master and apply various skills and knowledge regarding

expressive means, principles, types of composition, and rules in designing printed materials, elements of visual identity, product design, typography, and working with colors.

HISTORY OF BULGARIAN FINE ARTS

ECTS credits: 4.5

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 2 hours lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Sociology, Faculty of Philosophy

Lecturer:

Assoc. Prof. Dr. Zhanna Pencheva-Markova

Annotation: The course “*History of Bulgarian Fine Arts*” aims to acquaint students with the main stages of cultural development in the Bulgarian lands and serves as a continuation of the general history of fine arts course. Since the general art history course in the first semester ends with Post-Impressionism and the course on 20th-century art is taught in the second semester, this course is limited to the mid-20th century (World War II), so students do not have to study European movements and trends covered in other courses.

The goal of the course is to provide students with knowledge of the main historical stages of cultural development in Bulgaria, applicable in various forms of museum work, didactic or creative purposes, consulting activities, and more.

Expected outcomes: Students acquire knowledge and experience working with the main trends in the historical development of Bulgarian culture and art. The course helps form an understanding of the unique character of Bulgarian culture, the important role of art in society, and the typical and specific processes in the historical development of Bulgarian art. By the end of the course, students are able to orient themselves in the historical development and current issues of Bulgarian culture.

Knowledge: Graduates build a system of knowledge about the history and specificity of Bulgarian fine arts. This social education is an important part of their overall theoretical and practical preparation for future professional work. Through this course, students gain insight into the historical development and complexity of processes that are related both to general European developments and to the specific nature of Bulgarian art.

HISTORY OF FASHION

ECTS credits: 4.5

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 2 hours lecture, 1 hour seminar

Course type: Lecture and seminar

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Tatyana Koleva Hristova-Popovska

Annotation: The “*History of Fashion*” course involves the study of representative costumes and the influence of various styles and socio-economic-political realities on European fashion during different historical periods. Students are introduced to historically significant fashion models (designers of costumes, fabric producers, and accessories).

The primary focus is on the visualization of individual garments or parts of the entire fashion ensemble, and the recognition (decoding) of the visual image and the messages it conveys. Through visualization, students learn to recognize fashion clothing as distinct from other types of clothing. Visual perception leads to a clear understanding of the harmonious, rhythmic, or plastic combination of different elements (flat, volumetric, silhouette, color, etc.) of the fashion costume.

The course also explores the deeper implications of fashion costumes in artistic culture, including clothing and accessories, the influence of fashion on urban lifestyle, and the necessity for philosophical or sociological analysis of new cultural phenomena, as well as comprehensive scientific-theoretical research on the role of fashion.

DRAWING – PART II

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Faculty of Engineering

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: The course “*Drawing*” is considered a fundamental and core discipline for the overall educational process of students in the *Graphic and Advertising Design* Master’s program, a two-year, 4-semester course.

The practical drawing exercises form the basis for shaping the artist-designer. Progressing through all stages of drawing, starting from still life and culminating in the highest phase of the human figure, aims to cultivate and direct the students’ talent and develop practical skills.

PAINTING – PART II

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Diana Zaharieva

Annotation: The goal of the “*Painting*” course is to provide students with a structured system of knowledge in painting and the necessary visual literacy to successfully create painting studies and independent paintings.

The course covers the technology of working with painting materials and tools, compositional, drawing, light-shadow, and color volumetric-spatial construction of painted space while working from nature, and the specific expressive means of painting.

Students learn about the plastic depiction of nature in forms such as still life (covering various painted objects), the human body (head, clothed half-figure and full figure, nude), and compositions of two figures.

They acquire knowledge on building painted space, supported by principles of linear and aerial perspective.

In practical sessions, students master various artistic techniques and the technology of creating a painting.

SCULPTURE

ECTS credits: 6.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 3 hours practical session

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Anna Pokrovnishka

Annotation: The “*Sculpture*” course focuses on exploring spatial problems related to the plastic language of the visual arts within the *Graphic and Advertising Design in Fashion* program.

It covers knowledge on the technology of working with materials, compositional and volumetric-spatial construction based on working from nature, and the specific expressive means of sculpture.

Students learn about the plastic representation of nature in forms such as the head, the human body, and animal figures.

The course also includes building sculptural space, aided by drawing, volume, and form.

The aim is to develop a rich plastic culture, focusing on two directions: plastic mastery of the human body and the creation of sculptural compositions.

COMPOSITION IN GRAPHIC DESIGN

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Faculty of Engineering

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: In the course “*Composition in Graphic Design*”, students acquire fundamental theoretical knowledge about the essence of composition, types of composition, and compositional elements.

The course lays the foundations of decorative and spatial composition using decorative visual techniques and computer graphics software such as 3D Studio MAX, CorelDRAW, Adobe Illustrator, Photoshop, etc.

It clarifies the relationships between space, basic shapes, color, and all other compositional elements.

Students gain practical skills in applying knowledge in line with utilitarian, ergonomic, compositional, and aesthetic requirements for design.

They acquire knowledge and skills to create compositions with abstract-decorative, applied-utilitarian, or fine-art character.

Students learn the main rules and artistic means for structuring and aesthetically organizing different types of formal and decorative compositions. They analyze and interpret formulas of contemporary visual composition and modern graphic software.

The course is creative in nature and aims to stimulate independent creative work and thinking. It is entirely focused on benefiting the *Graphic and Advertising Design in Fashion* major.

DIGITAL FASHION ILLUSTRATION

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Asst. Prof. Dr. Boyan Lyudmilov

Annotation: The course “*Digital Fashion Illustration*” aims to introduce students to the theoretical foundations of creating fashion illustrations and their application in graphic design and advertising.

Alongside the theoretical content, students acquire skills through creative practical activities that support both comprehension of the material and development of abilities in the field of graphic and advertising design.

Students gain a broad range of knowledge and skills for creating digital images (illustrations) using modern digital technologies.

The course is included as an elective in the curriculum of the *Graphic and Advertising*

Design in Fashion Master's program.

Through lectures, students develop sustainable competencies in achieving virtual, imaginative thinking.

In practical sessions, they master various techniques and approaches for creating digital fashion illustrations, using specific expressive tools defined by the capabilities of the technology employed.

SYMBOLISM AND SEMIOTICS IN FASHION DESIGN

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Culturology, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Dimitriya Spasova

Annotation: This course introduces students to the issues of symbolism and cultural semiotics in fashion design.

Clothing culture and apparel are examined as a sign system—as symbols of social status, carriers of meanings such as liberalism or conservatism, and as markers of group or religious affiliation.

Theoretical aspects include the nature and directions of cultural semiotics, specifically fashion semiotics, the nature of the sign, the relationship between sign and symbol, and semiotic systems.

The course also carries a scientific-practical emphasis.

APPLIED ASPECTS IN FASHION DESIGN

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Tatyana Hristova–Popovska

Annotation: The course “*Applied Aspects in Fashion Design*” aims to develop fundamental knowledge and skills in students in the field of fashion design, taking into account its specific applied dimensions—conceptual, technological, structural, aesthetic, ergonomic, economic, and others.

Applied aspects in fashion design are essential for materializing a creative idea and implementing it in a modern fashion product. Therefore, every graphic designer must be prepared for the particularities, principles, and individual features in creating contemporary fashion designs as an expression of their creative process.

The lecture component provides students with theoretical knowledge of the terminology, technology, and design approaches relevant to this discipline.

The practical component develops skills related to the applied nature of fashion design and methods for creating successful fashion projects. Students learn to apply ideas, concepts, and approaches to realize innovative and timely design solutions.

PLASTIC ANATOMY

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Faculty of Public Health, Health Care and Sports

Lecturer:

Assoc. Prof. Dr. Dimo Krastev

Annotation: *Plastic Anatomy* is a fundamental theoretical course designed for students in the *Graphic and Advertising Design in Fashion* program.

Through this course, students acquire knowledge of the structural and form-defining elements of the human body in both static and dynamic states. They study proportional typology of the human figure and morphological gender-based anatomical differences.

This foundation enables students to develop the skills needed to accurately and objectively depict the anatomical features of the human form and to apply this knowledge in solving artistic and creative tasks.

PHOTOGRAPHY IN GRAPHIC DESIGN

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Theatre, Television and Film Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Krum Ivanov

Annotation: The elective course “*Photography in Graphic Design*” for students in the *Graphic and Advertising Design in Fashion* major explores both theoretical and practical foundations of photographic visual creativity, including the basics of artistic fashion photography.

Photography is extremely valuable for students’ creative development, particularly from a methodological perspective due to its "static" nature, offering vast opportunities to refine expressive tools in detail.

In the practical sessions, photography in graphic design is used to express and analyze the student's personal artistic vision, with opportunities to refine their work for more complete visual and photographic images.

Experience shows that mastering the expressive means of photography and graphic design techniques greatly enhances the creation of technically and artistically sophisticated visual content for photo advertising, fashion photography, and industrial design.

The theoretical and practical components of the course allow for the modification and enhancement of photographic images—through work on image composition, lighting, tonal and color decisions—making *Photography in Graphic Design* a valuable asset in a modern designer-artist’s toolkit. Mastering composition through photography also equips students with transferable skills applicable in many creative industries such as graphic design, commercial photography, and fine art photography.

PLASTIC INTERPRETATIONS OF GRAPHIC SIGNS

ECTS credits: 3.0

Semester: 2nd semester

Assessment method: Ongoing assessment and exam

Weekly hours: 1 hour lecture, 1 hour practical session

Course type: Lecture and practical
Course status: Elective
Major: Graphic and Advertising Design in Fashion
Methodological guidance:
Department of Fine Arts, Faculty of Arts

Lecturer:
Assoc. Prof. Dr. Anna Pokrovnishka

Annotation: The lectures and practical exercises in the course “*Plastic Interpretations of Graphic Signs*” aim to equip students with in-depth knowledge and skills in shaping visual forms that influence the user’s emotions and experiences.

Volumetric presentation as a visual tool in modern advertising plays an essential role in giving form to creative concepts. Therefore, every artist involved in graphic design must be prepared to work with the particularities and logic of developing relevant spatial forms as a natural expression of their creative work.

The lecture component provides theoretical knowledge about terminology and technologies used in design composition, emphasizing its specific characteristics.

Through the practical sessions, students gain hands-on experience in techniques for creating graphic signs. They apply this knowledge in producing innovative design solutions that demonstrate a sense of harmony, systematic unity, artistic expression, and stylistic cohesion.

VISUAL COMMUNICATION

ECTS credits: 4.0
Semester: 3rd semester
Assessment: Ongoing assessment and exam
Weekly hours: 3 hours lecture, 1 hour seminar
Course type: Lecture and seminar
Course status: Compulsory
Major: Graphic and Advertising Design in Fashion
Methodological guidance:
Department of Fine Arts, Faculty of Arts

Lecturer:
Prof. Dr. Emil Kukov

Annotation: The course “*Visual Communication*” aims to introduce students to the theoretical foundations of graphic design (particularly in advertising), its products and purposes, as well as its communicative functions and potential to influence the audience. Alongside the theoretical understanding of the visual process, students are given the opportunity to engage in creative practical activities that support both the comprehension of

course content and the development of their skills and abilities in the field of graphic and advertising design.

ADVERTISING GRAPHICS

ECTS credits: 4.0

Semester: 3rd semester

Assessment: Ongoing assessment and exam

Weekly hours: 2 hours lecture, 2 hours practical exercises

Course type: Lecture and practical

Course status: Compulsory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Faculty of Engineering

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: Through the course "*Advertising Graphics*" (iconic signs, poster), students acquire both theoretical knowledge through lectures and practical skills through exercises in the key areas of advertising graphics relevant to fashion design.

The course prepares students to apply various forms of advertising graphics in their professional practice, mastering both the technical and expressive tools required.

MARKETING IN THE ARTS I & II

ECTS credits: 4.0 (Part I), 2.0 (Part II)

Semesters: 3rd and 4th semesters

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 3 hrs lecture, 1 hr seminar (Part I); 1 hr lecture, 1 hr seminar (Part II)

Type of course: Lecture and seminar

Course status: Compulsory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Television, Theatre and Cinema Arts, Faculty of Arts

Lecturer:

Chief Assistant Prof. Dr. Nonka Obreshkova

Annotation: The course "*Marketing in the Arts*" focuses on understanding the nature and effective role of marketing within the arts, the position and role of graphic and advertising design in marketing, the creation and development of creative products in the art industries,

audience research and analysis, and the formulation of product, pricing, promotional, and advertising policies in the art industries (Marketing Mix). The course addresses the specific characteristics of marketing in the arts and the economic field in which creative products are realized.

During seminars, students discuss lecture material and analyze concrete examples of marketing practices in the arts. They also solve individual marketing tasks related to the unique role of graphic and advertising design in developing marketing strategies.

Course goals:

- To provide students with theoretical and practical knowledge about the essence of marketing in the arts.
- To introduce them to the specifics, position, and function of graphic and advertising design in developing marketing strategies.
- To develop skills for implementing marketing strategies within the art industries.

Expected outcomes:

Students will gain the ability to independently develop marketing strategies where graphic and advertising design have a specific application.

Course content includes:

- Introduction to marketing: emergence and historical development, purpose, and function
- The role of marketing in the arts
- Marketing environment: micro and macro environments; methods of analysis and evaluation
- Marketing policy and key concepts: needs, wants, demand, art products, market, exchange
- Marketing tools and mix in the arts (4Ps and 7Ps models)
- Marketing research in culture and the arts: data collection methods, qualitative and quantitative research
- Product policy: characteristics and value levels of cultural and artistic products, product life cycle, and trademarks used in integrated marketing
- Market relations and strategy: target market selection, segmentation of the cultural and artistic products market
- Pricing strategy in the cultural and creative industries
- Communication policy: advertising and PR in culture and the arts
- Organization and management of marketing in screen and performing arts
- The role of graphic and advertising design in developing product, communication, advertising, and distribution strategies in the art industries

Teaching and assessment methods: Assessment is based on continuous evaluation (ongoing control) and a final exam.

DIGITAL IMAGE CREATION

ECTS credits: 5.0

Semester: 3rd semester

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 3 hours lecture, 2 hours practical sessions

Type of course: Lecture and practical

Course status: Compulsory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Informatics, Faculty of Natural Sciences and Mathematics

Lecturer:

Assoc. Prof. Dr. Radoslava Kraveva

Annotation: This course is designed to develop students' fundamental knowledge in the fields of graphic design, advertising, and visual arts through the application and use of digital imagery and drawing. It focuses on skills related to the creation, design, and implementation of visual artistic images that engage the digital space.

Course content: The lecture course in "Digital Image Creation" trains students to apply core principles, methods, and techniques in digital drawing. Students gain the knowledge and skills needed to create digital images, enabling them to design and execute projects and products in the fields of graphic design and advertising. They are introduced to and learn to use visualization and printing methods with various types of peripherals. They also gain proficiency in using operating systems and professional software for creating and editing high-quality digital images. The program emphasizes current technological trends and concepts in digital image creation and their application in contemporary digital art.

Teaching and assessment methods: The course includes both theoretical (verbal) instruction and visualization using video films, specialized web publications, magazines, reproduction albums, and monographic editions on individual authors. In addition to lectures, students complete practical projects and participate in field visits to advertising agencies, museums, galleries, and artists' studios. Teaching methods include discussion, dialogue, demonstration, and visualization (via video, multimedia, albums, reproductions of artworks, student projects, etc.). Evaluation is based on both final exams and continuous assessment. At the end of the 3rd semester, students present all their theoretical work and projects developed during the course, which contribute to the final grade.

GRAPHIC DESIGN, PREPRESS, AND PACKAGING DESIGN

ECTS credits: 4.0

Semester: 3rd semester

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 3 hours practical sessions

Type of course: Lecture and practical

Course status: Compulsory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Technical Faculty

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: This course provides knowledge of the specifics of prepress and packaging design. Students acquire and apply practical skills in preparing design projects for various printing methods using suitable computer software. The course explores types of packaging and the challenges in packaging design, with a focus on graphic elements. Students create packaging projects that apply theoretical knowledge related to the course topics.

Course content: The course includes an introduction and in-depth exploration of issues related to the stages and requirements of the prepress process, the functions and specifics of designing various types of packaging, and the importance, role, and use of different packaging elements (form, color, typography, images, logos, icons, etc.). It also addresses legal requirements and the influence of production technologies, marketing, and disciplines such as psychology, anthropology, and sociology.

Teaching and assessment methods: Teaching is conducted through lectures and exercises, including verbal presentations and discussions. Instruction is enhanced through visual materials such as presentations, albums with reproductions, printed and digital books related to prepress and packaging design. Supplementary video clips and films are used to illustrate the subject matter. Demonstration plays a key role as a teaching method, visually and practically showing the design process in action.

APPLIED PAINTING

ECTS credits: 3.0

Semester: 3rd semester

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 2 hours practical exercises

Type of course: Lecture and practical

Course status: Compulsory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Diana Zaharieva

Annotation: The "Applied Painting" course is aimed at achieving a specific artistic expressiveness in the creation of pictorial works with an applied character. The course seeks to develop the ability to coherently master technological, painterly, and stylistic aspects in solving visual tasks. Students will learn to interpret the form and anatomy of the human body through stylization and to achieve materiality (especially in the depiction of various fabrics and drapery) using a variety of textures.

Course content: Lectures provide students with theoretical knowledge of specific terminology, techniques, and technologies in painting, including the concept and application of stylization. In practical sessions, students acquire skills in various stylization methods through concrete painting solutions, as well as the ability to construct from life using the expressive tools unique to painting and dictated by the chosen medium.

Teaching and assessment methods: Teaching is conducted through lectures and practical exercises, supported by modern technologies and multimedia, as well as visual materials from the library collection. The course includes demonstrations and discussions. At the end of the 3rd semester, students complete a final exam, presenting all their practical exercises and theoretical assignments based on the lecture topics. Final grades also include the results of ongoing assessment.

HISTORY AND THEORY OF GRAPHIC AND ADVERTISING DESIGN

ECTS credits: 3.0

Semester: 3rd semester

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 2 hours lecture, 1 hour seminar

Type of course: Lecture and seminar

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering,

Faculty of Engineering

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: The course provides essential knowledge of the theory and history of graphic design, writing systems, and layout styles throughout the centuries. It presents a chronological overview of the manuscript book, early book printing, and modern publishing. It also briefly addresses types of illustrations and approaches to book layout by genre. The course aims to enhance students' graphic culture and provide foundational knowledge of the creative process in graphic and advertising print design.

Course content: The course is designed to improve students' familiarity with the historical and theoretical foundations of graphic design, and to help them reach an introductory professional level in graphic design. It also touches upon contemporary methods of project layout using visualization software and information technologies, including indicators, indexes, bibliographic references, diagrams, and other reference materials. Topics include the evolution of writing systems, types of alphabets, and the art of lettering throughout history; early typographic production; and advanced technologies in total design. Changes in layout forms are also covered, such as miniatures, early printed engravings, lithography, offset printing, and digital technologies in print design. The course also briefly examines modern forms of publishing, including e-books, and storage practices in librarianship.

Teaching and assessment methods: The course combines theoretical and historical instruction with interactive illustrations, reproduction albums, and monographic publications on individual artists (or notable anonymous artifacts from earlier centuries). In addition to verbal material, practical exercises are included at the end of lectures to reinforce knowledge and skills. Students complete the course with a final exam at the end of the 3rd semester, presenting their theoretical work based on lecture topics. Final grades also include the results of ongoing assessments.

DIGITAL IMAGE PROCESSING

ECTS credits: 3.0

Semester: 3rd semester

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 2 hours practical

Type of course: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of TTKI

Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Bilyana Topalova

Annotation: The course covers principles, methods, techniques, technologies, and trends in the processing of digital images. It aims to develop students' abilities and skills in creating, editing, and manipulating digital images and applying visual effects using various specialized software tools.

Course content: The course involves visualization and image processing methods using various types of peripheral equipment, operating systems, and professional software—both raster and vector graphic systems—for creating and editing high-quality digital images. Emphasis is placed on familiarizing students with the specifics of designing and constructing digital images, mastering professional software for 2D and 3D modeling and visualization, and exploring globally recognized examples and successful practices. Current trends in design and advertising are also thoroughly discussed.

Teaching and assessment methods: The course includes theoretical instruction (lectures) supported by video demonstrations, specialized web publications, magazines, reproduction albums, and monographic works on individual artists. In addition to theoretical understanding, students will complete practical projects and participate in visits to advertising agencies, design firms, studios, museums, galleries, and artists' workshops. At the end of the 3rd semester, students take an exam, presenting all their theoretical work based on lecture topics. Final grades also include results from ongoing assessments.

CONTEMPORARY ADVERTISING IN FASHION

ECTS credits: 3.0

Semester: 3rd semester

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 2 hours lecture, 1 hour seminar

Type of course: Lecture and seminar

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Tatyana Hristova-Popovska

Annotation: The course introduces students to the main stages, rules, and principles of constructing advertising messages, as well as contemporary trends in advertising fashion design, fashion brands, and campaigns. During the training, students are expected to acquire fundamental theoretical and practical knowledge and skills related to the specifics of advertising activities in various fields of fashion design, and to develop skills for conducting preliminary research and creating advertising concepts.

GAME DESIGN

ECTS credits: 3.0

Semester: 3rd semester

Form of assessment: Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 1 hour practical

Type of course: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Asst. Prof. Dr. Boyan Lyudmilov

Annotation: The course introduces students to the essence, significance, and characteristics of game design, as well as its applications in various areas of life, education, and upbringing. It presents issues related to game design, game theory, types of games, and the key requirements for creating successful and impactful games. Special attention is given to the visual aspect and the application of graphic design within game design. Knowledge is internalized and applied through creative projects and theoretical studies.

Course content: The course covers the nature and historical development of games, along with some theories related to their impact. It clarifies the principles and requirements for creating well-functioning and effective games. Visual elements of various games, their interfaces, and their influence on users are examined. Students design new games or redesign existing ones.

The goal is for students to gain the necessary understanding and insight into game design issues that will enable them to participate in game development, especially concerning the vision and creation of user-friendly and efficient interfaces. This is achieved by developing skills related to graphic design to enhance the impact and flow of the gaming process.

Teaching and assessment methods: Oral presentations through storytelling, discussions, and debates. Much of the information is presented and illustrated via presentations, catalogs, printed and electronic publications, and various games. Ideas are further explained using videos and films dedicated to game design issues.

THREE-DIMENSIONAL ADVERTISING IMAGES

ECTS credits: 3.0

Semester: 3rd semester

Form of assessment:

Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 2 hours practical

Type of course: Lecture and practical

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Anna Pokrovnishka

Annotation: The lectures and practical exercises in the course "Three-Dimensional Advertising Images" aim to provide students with in-depth knowledge and skills in the field of plastic arts. Three-dimensional representation as an expressive means in advertising and contemporary practice holds an important place and offers the opportunity to objectify creative ideas. For this reason, every artist engaged in graphic design needs to be prepared for the characteristics, principles, and individualities involved in creating current spatial forms.

Course content: Through lectures, students acquire theoretical knowledge about the terminology and technology used in advertising, as well as the function, significance, and place of the advertising image in everyday life. Through exercises, students develop skills related to the characteristic methods of constructing form and its plastic completeness. They also learn and apply the specific properties of different materials in completing their assignments.

Teaching and assessment methods: The course is conducted through lectures and practical exercises, which are illustrated using modern computer technologies, catalogs, albums, and brochures. Visits to advertising studios, galleries, and museums are organized. Teaching methods include discussions, conversations, and demonstrations. At the end of the semester, students take an exam where all practical exercises and theoretical works are presented.

ADVERTISING DESIGN IN FASHION / ARRANGING SHOP WINDOWS, STANDS, BRANDING, EXHIBITION SPACE DESIGN /

ECTS credits: 3.0

Semester: 4th semester

Form of assessment:

Ongoing assessment and exam

Weekly contact hours: 2 hours lecture, 1 hour practical

Type of course: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturers:

Assoc. Prof. Dr. Diana Zaharieva

Senior Assist. Dr. Milka Aleksandrova

Annotation: This course introduces students to commercial practices essential for the excellent presentation of fashion products. The subject familiarizes future designers with the world of the fashion industry. Through mastering styling methods and artistic expression approaches, the aim is for students to acquire the knowledge and skills for independent work within commercial spaces, both exterior and interior. The goal is to accumulate knowledge and practical skills.

Course content: The course provides advanced and in-depth theoretical and factual knowledge in the field of fashion design arrangement; designing interior and exterior zones; students are introduced to the methods for creating a fashion window display, which serves as the primary visual tool for presenting and selling fashion products aligned with leading trends.

METHODS AND MEANS FOR CREATING AND PROCESSING VISUAL INFORMATION IN GRAPHIC DESIGN AND ADVERTISING

ECTS credits: 3.0

Semester: 4th semester

Form of assessment:

Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 1 hour practical

Type of course: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Informatics,

Faculty of Natural Sciences and Mathematics

Lecturer:

Assoc. Prof. Dr. Radoslava Krалева

Annotation: The aim of the course is for students to acquire advanced and in-depth practical and theoretical knowledge in the field of graphic design and advertising. Students will gain design knowledge and skills for the creation and implementation of aesthetically refined visual information intended for virtual and print media, the advertising industry, and the

packaging sector. The course presents the main processes, concepts, and trends in graphic design and advertising.

Course content: The course examines the nature and role of visual information in graphic design and advertising. The program emphasizes developing students' compositional skills in using and creating various types of images, symbols, and signs, which fosters creative thinking and builds the ability to create artistic projects intended for graphic and advertising design and their realization. The course introduces students to principles, methods, and techniques for creating and processing images and their impact. Students develop knowledge and skills to use operating systems and professional software for creating and processing high-quality digital images.

AUTHORIAL INTERPRETATIONS OF DIGITAL IMAGES

ECTS credits: 2.0

Semester: 4th semester

Form of assessment:

Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 1 hour practical

Type of course: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Informatics,

Faculty of Natural Sciences and Mathematics

Lecturer:

Assoc. Prof. Dr. Radoslava Krалеva

Annotation: The course introduces students to the essence, significance, and characteristics of authorial interpretations of digital images, their application and role in the creation of graphic projects and advertising products. The program emphasizes the use of image interpretation as a means of visual communication and advertising. It develops skills to use, analyze, synthesize, recognize, and interpret various graphic images.

Course content: Students acquire expanded and in-depth practical and theoretical knowledge and skills in the field of digital art through the use of authorial interpretations. They gain knowledge and skills for using specific expressive means in authorial interpretation of digital images, which will help them create and execute various projects. Students also learn to use operating systems and professional software for creating and processing high-quality digital images. The program highlights contemporary trends, methods, technologies, and perspectives in authorial interpretation of digital images and their application in digital art, graphic design, and advertising.

ADVERTISING AND COMPUTER DESIGN

ECTS credits: 2.0

Semester: 4th semester

Form of assessment:

Ongoing assessment and exam

Weekly contact hours: 1 hour lecture, 1 hour practical

Type of course: Lecture and practical

Course status: Mandatory

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Faculty of Engineering

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: The course covers the features and significance of advertising design, as well as the role of modern techniques and technologies in the most commonly used and applied computer programs. Students deepen their knowledge of the principles and stages of the creative process in design, the elements of advertising design, and the specifics of designing different types of advertising materials. Projects are developed and presented in a suitable format for their realization.

Course content: The course includes an in-depth examination of the possibilities, applications, and types of advertising design, along with the particularities of their design process. It clarifies the elements and expressive means in advertising design, the capabilities of computer programs and technologies in designing and producing advertising products. Students complete independent projects of advertising materials, applying different approaches and styles in graphic design.

Teaching and assessment methods: Verbal methods such as storytelling, discussions, and debates are used. Visualization is achieved through presentations, catalogs, books in electronic and print formats related to advertising design, and examples of realized advertising designs. Clips and films dedicated to advertising design and computer-based design are shown. Demonstrations, also known as “action shows,” play an important role, presenting practical methods for implementing creative ideas.

VISUAL MEDIA ADVERTISING

ECTS credits: 2.0

Semester: 4th semester

Form of assessment:

Ongoing assessment and exam

Weekly contact hours: 2 hours of lectures

Type of course: Lecture-based

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Mechanical Engineering, Faculty of Engineering

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: During the course, students become acquainted with advertising as a concept, its characteristics, and manifestations across different media, as well as its role and significance in various fields. Advertising techniques and strategies are examined closely in relation to the use of visual elements. The possibilities and applications of visual impact, visual thinking, and visual advertising are analyzed, along with methods for its effective design.

Course content: The course theoretically covers the essence of advertising, with a special focus on visual media advertising, its types, characteristics, and methods of influence. Through specific examples, the potential of visual thinking is analyzed both in general and specifically in relation to creating visual media advertising. Students are introduced to contemporary trends and major creative achievements in this field.

Teaching and assessment methods: Verbal exposition is developed through storytelling, discussion, and debate. Much of the information is presented and illustrated through presentations, catalogs, printed and electronic publications, clips, and films dedicated to the issues of visual media advertising.

ADVERTISING A FASHION SHOW

ECTS credits: 2.0

Semester: 4th semester

Form of assessment:

Ongoing assessment and exam

Weekly contact hours: 2 hours of lectures

Type of course: Lecture-based

Course status: Elective

Major: Graphic and Advertising Design in Fashion

Methodological guidance:

Department of Fine Arts, Faculty of Arts

Lecturer: Prof. Dr. Emil Kukov

Annotation: The course aligns with the general objectives of the program, the academic standards of the university, the qualification profile, and the professional competencies. It provides interdisciplinary training that reflects the specific features of both the visual arts and fashion as a socio-cultural phenomenon.

Course Content: The course is aimed at preparing students for advertising and organizing a fashion event. Students learn about the elements of stage presentation of a fashion product, the realization of the product as a final item, its conceptualization, and the organization of its presentation.

Teaching and Assessment Methods: The methods and forms of teaching are integrated into the theoretical material that defines the fundamentals of the discipline. Students present all of their practical exercises and theoretical projects on topics discussed in the lectures. Assessment includes the results of continuous evaluation.

SCIENTIFIC STRATEGIES AND RESEARCH IN FASHION MARKETING AND DESIGN

ECTS Credits: 2.0

Semester: 4th Semester

Assessment: Continuous assessment and exam

Weekly Hours: 2 lecture hours

Course Type: Lecture

Course Status: Elective

Program: Graphic and Advertising Design in Fashion

Methodological Guidance: Department of Television, Theatre and Cinema Arts, Faculty of Arts

Lecturer:

Chief Assist. Dr. Nonka Obreshkova

Annotation: The course “Scientific Strategies and Research in Fashion Marketing and Design” is intended for students pursuing a Master’s degree with a professional qualification as “artist-designer.” The lecture series introduces students to the essence of marketing in the fashion industry and the necessity of its application in fashion business, the elements of the marketing mix, the specific features of marketing in the fashion industry, the role of the marketer in managing fashion projects, and their involvement in distribution, advertising, and public relations within the fashion business.

PORTFOLIO PROJECTS

ECTS Credits: 2.0

Semester: 4th Semester

Assessment: Continuous assessment and exam

Weekly Hours: 2 hours of practical exercises

Course Type: Practical

Course Status: Elective

Program: Graphic and Advertising Design in Fashion

Methodological Guidance: Department of Mechanical Engineering, Faculty of Technology

Lecturer:

Assoc. Prof. Dr. Ognyan Georgiev

Annotation: The “Portfolio Projects” course is practice-oriented and introduces students to the basic principles of creating portfolios, presentations, and blogs. It demonstrates their application in graphic design and advertising, as well as their communicative functions and potential for impact. Through hands-on work, students acquire the knowledge and skills to present and advertise a product, personality, organization, or project.

Course Content: The course aims to provide students with advanced and in-depth practical knowledge and skills for creating portfolio projects with appropriate information and design. It presents the main processes, concepts, trends, meanings, and significance of presenting and creating portfolios. Students are taught to use operating systems and professional software to develop high-quality portfolio
