

## GRAPHIC AND ADVERTISING DESIGN IN FASHION

The Master's program *Graphic and Advertising Design in Fashion* is intended for students who have completed a Bachelor's degree in the professional fields 8.1 "Theory of Arts", 8.2 "Fine Arts", 8.4 "Theatre and Film Arts", and the specialty 1.3 "Pedagogy of Training in Fine Arts".

### I. GENERAL OVERVIEW OF THE DEGREE PROGRAM

The curriculum includes compulsory courses mainly in the areas of graphic and fashion design, advertising, and advertising communication, as well as courses that ensure a foundational education in fine arts. Specialization is further enhanced through a selection of elective courses. Emphasis is placed on innovative tools and working methods in graphic design, advertising, advertising communication, and the presentation of fashion products.

The theoretical instruction is integrated with studio practice, with projects developed in the field of fashion design utilizing the tools of graphic design and advertising. Students are provided with the opportunity to participate in exhibitions, fashion shows, and events organized by the Department of Fine Arts.

**The aim** of the program is to prepare highly qualified specialists in graphic design, capable of developing and executing artistic projects related to the advertising of fashion industry products and creations.

**OBJECTIVES** OF THE MASTER'S PROGRAM are: to provide students with fundamental theoretical knowledge in the fields of technical aesthetics and design; to deepen their understanding of the nature and core functions of corporate identity; to refine their practical skills in applying acquired knowledge to achieve effective visual and decorative solutions in the field of graphic design; to enable them to create advertising graphic layouts for industrial products using computer-aided design tools.

### II. REQUIREMENTS FOR THE PROFESSIONAL QUALITIES AND COMPETENCIES of Graduates of the Master's Degree Program in "Graphic and Advertising Design in Fashion"

- to prepare specialists in the field of graphic design and fashion advertising;
- to develop aesthetic and artistic expressive tools;
- to enhance and refine their artistic and creative skills for designing fashion products through the means of graphic design, alongside theoretical training;
- to foster artistic and organizational abilities for the execution of successful advertising campaigns;
- to design projects for corporate advertising, as well as advertising for textile goods and fashion products.

### III. ACQUIRED KNOWLEDGE, SKILLS AND COMPETENCIES in accordance with the National Qualifications Framework

#### Knowledge:

- possess a broad range of theoretical and practical knowledge, skills, and competencies in the field of advertising and graphic design in fashion;
- understand the principles, concepts, and patterns in the areas of advertising and graphic design as applied to fashion;

- know and apply core methods and techniques in digital drawing; create complex compositions using two- and three-dimensional forms;
- possess knowledge and skills for developing digital illustrations;
- acquire foundational understanding of current trends in graphic design;
- develop and execute projects related to the visual identity of companies and organizations in the fashion industry;
- have knowledge of the main directions in digital art;
- develop and apply avant-garde thinking when generating new ideas and solutions;
- master highly specialized practical and theoretical knowledge in fashion products, communication strategies, and advertising practices.

**Skills:**

- demonstrate a rich repertoire of practical and cognitive skills and approaches necessary for understanding artistic and aesthetic problems and for developing creative solutions;
- analyze and resolve problems using contemporary achievements and methodologies;
- demonstrate the capacity to generate new knowledge through research and innovation in the field of advertising in the fashion industry;
- acquire advanced practical and theoretical expertise in digital art;
- master the fundamental processes, concepts, and trends in digital art across various visual disciplines — graphic design and advertising, architecture, sculpture, painting, graphics, applied arts, and new synthetic art forms.

**Competencies:**

**a) Autonomy and Responsibility:**

- are capable of developing administrative and organizational structures in the field of fashion advertising and communication;
- work in teams, resolve complex problems in unpredictable environments with multiple interacting factors and variable options;
- display creativity in project development and apply the main types of advertising graphics in professional practice;
- demonstrate creativity in marketing activities related to the management of fashion projects, and understand the interconnections between marketing, advertising, product positioning, and public relations in the fashion industry;
- exhibit operational effectiveness in managing change in specific contexts.

**b) Learning Competence:**

- can create advertising projects for fashion events across electronic and print media;
- independently interpret acquired theoretical knowledge when designing fashion zones (advertising materials, displays, products, etc.);

- possess conceptual and abstract thinking abilities;
- have mastered the essential artistic means of expression, methods, and visualization techniques to communicate ideas and images effectively in advertising;
- are proficient in operating systems and professional software;
- know and apply methods and techniques described in color theory and combinatorics;
- are informed about current trends in graphic design;
- know and utilize methods of visualization and printing using various types of peripheral devices;
- possess in-depth theoretical and factual knowledge in fashion design and visual arrangement;
- demonstrate a high level of independence and adapt readily to complex educational content, applying personal strategies and methodologies;
- show deep and responsible engagement with the educational process, constantly seeking and identifying the need for new knowledge;
- employ innovative and diverse methods to master comprehensive educational material.

**c) Communication and Social Skills:**

- exchange information through specialized graphic skills in the form of creative graphic projects with artistic value;
- communicate effectively using diverse expressive tools of graphic and advertising design in social and cultural settings;
- independently select methods for successfully and publicly presenting various types of information, graphic images, and advertisements across different social domains;
- present different types of information publicly.

**d) Professional Competence:**

- collect, classify, evaluate, and interpret information to solve specific tasks or execute creative projects;
- apply new strategic approaches; form and express personal opinions on issues arising during the process of creative interpretation.

**IV. FIELDS OF PROFESSIONAL REALIZATION According to the National Classifier of Occupations**

Graduates of the *Graphic and Advertising Design in Fashion* program acquire specialized training enabling them to work in accordance with the List of Occupations in the National Classification of Professions and Positions (2011), under the following codes:

- **2166** Graphic and Multimedia Designers
- **2166 8002** Visual Stylist
- **2166 3008** Graphic Designer

- **2166 3009** Designer, Print Publications
- **2166 3010** Specialist, Digital Arts
- **2651 8018** Artist, Commercial Advertising

Graduates may pursue professional paths in advertising and graphic design as graphic and multimedia designers, visual stylists in publishing houses, advertising studios, or fashion companies. The scope of activity for specialists in *Graphic and Advertising Design in Fashion* is broad, allowing them to visually interpret logos, web banners, printed promotional materials, video projects (animation, video editing, and 3D design) both manually and with computer software.

The Qualification Profile of the program *Graphic and Advertising Design in Fashion*, for the educational and qualification degree “Master”, is a foundational document that determines the development of the curriculum and the course programs. It is compliant with the Higher Education Act, the Ordinance on the State Requirements for Acquiring Higher Education for Bachelor's and Master's Degrees, and the internal regulations of South-West University “Neofit Rilski”.

**Program Coordinator – Department of Fine Arts for specialty  
„Graphic and Advertising Design in Fashion“**

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## CURRICULUM STRUCTURE

### Specialty: Graphic and Advertising Design in Fashion - Master's Degree

First Semester	ECTS credits	Second Semester	ECTS credits
<b>Compulsatory Courses</b>		<b>Compulsatory Courses</b>	
Visual Communication	<b>4.0</b>	Fashion Advertising Design / display arrangement	<b>3.0</b>
Advertising Graphics	<b>4.0</b>	Advertising design for shop windows, stands, branding, exposition layout	
Marketing in the Arts – Part I	<b>4.0</b>	Methods and Tools for Creating and Processing Visual Info in Graphic Design and Advertising	<b>2.0</b>
Digital Image Creation	<b>5.0</b>	Marketing in the Arts – Part II	<b>2.0</b>
Graphic Design, Prepress and Packaging Design	<b>4.0</b>	Authorial Interpretations of Digital Images	<b>2.0</b>
Applied Painting	<b>3.0</b>	Advertising Computer Design	<b>2.0</b>
		Graduation - Thesis Defense	<b>15</b>
<b>Elective Courses</b> (students choose 2 from Group I)		<b>Elective Courses</b> (students choose 2 from Group II)	
History and Theory of Graphic and Advertising Design	<b>3.0</b>	Video Graphics	<b>2.0</b>
Digital Image Processing	<b>3.0</b>	Visual Media Advertising	<b>2.0</b>
Contemporary Fashion Advertising	<b>3.0</b>	Fashion Show Advertising	<b>2.0</b>
Game Design	<b>3.0</b>	Scientific Strategies in Marketing and Clothing Design	<b>2.0</b>
Three-Dimensional Advertising Images	<b>3.0</b>	Portfolio Projects	<b>2.0</b>
<b>TOTAL</b>	<b>30</b>	<b>TOTAL</b>	<b>30</b>

**TOTAL FOR ACADEMIC YEAR: 60 ECTS CREDITS**

## VISUAL COMMUNICATION

<b>ECTS credits: 4.0</b>	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 3 hours lecture, 1 hour seminar
<b>Course type:</b> lecture and seminar	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Fine Arts, Faculty of Arts

**Lecturer:** Prof. Dr. Emil Kukov

**Course Annotation:** The course *Visual Communication* aims to familiarize students with the theoretical foundations of graphic design (particularly in the context of advertising), its products and purposes, as well as the communicative functions and means of influencing audiences.

In parallel with theoretical content on the visual process, students engage in creative practical activities that help them internalize the course material and develop their skills and abilities in the field of graphic and advertising design.

**Course Content:** Students are introduced to the fundamentals of visual literacy. The lecture content focuses on building knowledge of the essential artistic expressive tools, methods, and techniques for visualizing ideas and imagery.

**Teaching and Assessment Methods:** The course is delivered through lectures and practical exercises, using modern technologies and multimedia, along with demonstrations and discussions. At the end of the first semester, students complete a final examination. Their performance is evaluated based on submitted practical assignments and theoretical work related to the lectures, supplemented by results from ongoing assessment.

## ADVERTISING GRAPHICS

<b>ECTS credits: 4.0</b>	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 2 hours lecture, 2 hour seminar
<b>Course type:</b> lecture and seminar	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Mechanical Engineering, Faculty of Engineering

**Lecturer:** Assoc. Prof. Dr. Ognyan Georgiev

**Course Annotation:** Through the *Advertising Graphics* course (iconic signs, posters), students acquire both theoretical knowledge and practical skills essential for fashion design advertising. They learn to use fundamental types of advertising graphics and to master their technical and expressive tools in practice.

**Course Content:** Students become familiar with all major typographic forms and their application in advertising practice. They study the different types of advertising graphics and develop professional knowledge and skills that are fundamental in fashion-related advertising.

**Teaching and Assessment Methods:** The course is primarily practice-oriented. The theoretical content is illustrated with videos, reproduction albums, and visits to galleries and exhibitions. At the end of the first semester, students complete a final examination, submitting all practical assignments and theoretical work related to the lectures. Final grades incorporate results from ongoing assessments.

#### MARKETING IN THE ARTS – PART I & PART II

<b>ECTS credits: 4.0</b>	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 3 hours lecture, 1 hour seminar
<b>Course type:</b> lecture and seminar	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Television, Theater and Cinema Arts, Faculty of Arts

<b>ECTS credits: 2.0</b>	<b>Semester:</b> II <sup>nd</sup> semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1hours lecture, 1 hour seminar
<b>Course type:</b> lecture and seminar	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Television, Theater and Cinema Arts, Faculty of Arts

**Lecturer:** Assistant Professor Dr. Nonka Obreshkova

**Annotation:** The course *Marketing in the Arts* is aimed at understanding the nature and effective role of marketing in the arts, the place and role of graphic and advertising design in marketing, the creation and development of creative products in the art industries, the study and analysis of audiences, and the formation of product, pricing, promotional, and advertising policies in the arts sector (Marketing Mix). The course explores the specifics of marketing in the arts and the economic field of realization of creative products.

**During the seminars,** students discuss the material presented in the lectures. In addition to analyzing specific examples of the application of marketing in the arts, they solve individual

marketing tasks related to the specific place and role of graphic and advertising design in the development of marketing strategies.

**The aim of the course** is to provide students with theoretical and practical knowledge of the nature of marketing in the arts, to introduce them to the specifics, place, and role of graphic and advertising design in the development of marketing strategies, and to develop skills for implementing marketing strategies in the field of the creative industries.

**The expected outcomes** of the course include the development of skills for independently designing marketing strategies in which graphic and advertising design play a key role.

**Course Content:** Introduction to marketing. Emergence and historical development of marketing. Purpose of marketing. The role and place of marketing in the arts. Marketing environment: micro and macro environment. Methods for analysis and assessment of the marketing environment. Marketing policy. Key marketing concepts: needs, wants, demand, art products, market, exchange. Marketing tools. Elements of the marketing mix in the arts. Specifics of the 4P and 7P models. Marketing research in the field of culture and the arts. Methods of data collection. Quantitative and qualitative research. Types of marketing research. Product policy in marketing. Cultural and artistic products: specifics and utility. Levels of utility. Product life cycle and its specifics in the arts. Trademarks: types and their use as tools of integrated marketing in the arts. Market relations and market policy. Target market selection. Market segmentation of cultural and artistic products. Pricing strategy in the cultural and creative industries. Communication policy. Advertising and PR in the culture and arts industries. Organization and management of marketing in screen and stage arts. The place and role of graphic and advertising design in developing product marketing strategies in the art industries. The role of graphic and advertising design in the development of communication, advertising, and distribution strategies for products and services.

**Teaching and Assessment Methodology:** Assessment of learning outcomes is conducted through continuous assessment and a final examination.

#### DIGITAL IMAGE CREATION

<b>ECTS credits:</b> 5.0	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 3 hours lecture, 2 hour seminar
<b>Course type:</b> lecture and seminar	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Informatics, Faculty of Natural Sciences and Mathematics

**Lecturer:** Assoc. Prof. Dr. Radoslava Kraveva

**Course Annotation:** The *Digital Image Creation* course aims to develop foundational knowledge in graphic design, advertising, and visual arts through the application of digital drawings and imagery. It trains students to create, design, and implement visual artistic images tailored to the demands of the digital environment.

**Course Content:** The lecture series focuses on introducing students to core principles, methods, and techniques in digital drawing. Students gain knowledge and skills to create digital visuals that can be



applied to projects in graphic design and advertising. The curriculum includes techniques for visualization and printing using various peripheral devices, as well as proficiency in operating systems and professional software for creating and editing high-quality digital images. Emphasis is placed on current technologies and perspectives in digital imagery and their application in modern digital art.

**Teaching and Assessment Methods:** Instruction is delivered through theoretical lectures and illustrated with video materials, specialized online publications, journals, albums with reproductions, and monographs. Students also complete practical projects and visit advertising agencies, museums, galleries, and artists' studios. Teaching methods include discussion, dialogue, demonstration, multimedia visualization, and comparative analysis using reproductions and student works. Final evaluation includes both theoretical and practical components and accounts for results from continuous assessment.

#### GRAPHIC DESIGN, PREPRESS, AND PACKAGING DESIGN

<b>ECTS credits:</b> 4.0	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 3 hours seminar
<b>Course type:</b> lecture and seminar	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Mechanical Engineering Technologies, Faculty of Engineering

**Lecturer:** Assistant Professor Dr. Ognyan Georgiev

**Course Annotation:** This course provides knowledge of the specific features of prepress and packaging design. Students gain both theoretical and practical skills for preparing projects for different types of printing using appropriate computer software. Various types of packaging are examined, with a focus on the challenges and visual elements involved in their design. Students apply theoretical knowledge to design actual packaging projects.

**Course Content:** The curriculum covers an in-depth overview of the stages and requirements of the prepress process, the functions and characteristics of different packaging types, and the roles and uses of individual packaging elements (such as shape, color, typography, imagery, logos, and icons). It also addresses legal requirements, production technologies, marketing influences, and insights from psychology, anthropology, and sociology.

**Teaching and Assessment Methods:** Teaching is conducted through lectures and hands-on exercises. Lessons are supported with presentations, reproduction albums, digital and print resources, and video clips focused on prepress and packaging design. A key component is demonstration, which offers practical guidance in developing and implementing design concepts. Evaluation is based on both theoretical and project-based work, plus results from ongoing assessment.

#### APPLIED PAINTING

<b>ECTS credits:</b> 3.0	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 2 hours seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Fine Arts, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Diana Zaharieva

**Course Annotation:** The course *Applied Painting* focuses on achieving a specific artistic expressiveness in the creation of applied painting works. Through systematic training within the allocated instructional hours, students develop the ability to harmoniously master the technological, painterly, and stylistic aspects involved in solving pictorial tasks. Emphasis is placed on interpreting the plasticity and anatomy of the human body using stylization, as well as achieving material representation—especially in the depiction of fabrics and draperies—through diverse surface textures.

**Course Content:** Lectures provide students with theoretical knowledge of terminology, techniques, and technologies specific to painting, along with insights into the use and meaning of stylization in applied painting. During practical sessions, students explore various stylistic approaches through concrete painting exercises, gaining the skills to construct forms from observation using the expressive means of painting adapted to the chosen technique.

**Teaching and Assessment Methods:** The course employs lectures and practical exercises, supported by modern technologies and multimedia, as well as reproduction albums and visual materials from the university library. Teaching methods include demonstration and discussion. At the end of the semester, students sit for a final examination and present all completed practical and theoretical work. Final assessment includes both exam results and continuous evaluation during the semester.

#### HISTORY AND THEORY OF GRAPHIC AND ADVERTISING DESIGN

<b>ECTS credits:</b> 3.0	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 2 hours lecture, 1 hours seminar
<b>Course type:</b> lecture and seminar	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Mechanical Engineering, Faculty of Engineering

**Lecturer:** Assoc. Prof. Dr. Ognyan Georgiev

**Course Annotation:** This course provides foundational knowledge in the theory and history of graphic design, typography, and the development of layout design over the centuries. It traces the

evolution of the handwritten manuscript, early printing techniques, and contemporary book production. The course briefly examines types of illustration and genre-specific book design. It also aims to cultivate visual literacy and offers essential knowledge for the creative process in graphic and advertising print design.

**Course Content:** The course fosters familiarity with historical developments in graphic design theory, including written symbols, alphabets, and the art of lettering. It explores early typesetting, design innovations, and technological transitions — from illuminated manuscripts to offset and digital printing. It also addresses new forms of layout design using visualization software and media carriers, as well as the use of indexes, bibliographic tools, diagrams, and other informational resources. Key moments include the emergence of total design concepts and avant-garde movements.

**Teaching and Assessment Methods:** Delivered through both theoretical lectures and historical analysis, the course uses interactive illustrations, reproduction albums, and monographs about individual designers or prominent historical artifacts. Lectures are followed by practical exercises to consolidate knowledge and skills. Students complete the course with a final examination, and assessment includes both exam performance and results from continuous coursework.

#### DIGITAL IMAGE PROCESSING

<b>ECTS credits:</b> 3.0	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 2 hours seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Technologies, Techniques and Communication in the Arts, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Bilyana Topalova

**Course Annotation:** The course covers principles, methods, techniques, technologies, and trends in digital image processing. Its objective is to develop students' skills in creating, editing, and manipulating digital visuals and applying visual effects using specialized software tools.

**Course Content:** The program integrates visualization methods and digital processing using various peripherals, as well as professional software for raster and vector graphics. Emphasis is placed on the design and construction of digital images, mastery of 2D and 3D modeling and visualization tools, and exposure to globally significant examples and successful practices. The course examines current trends in digital design and advertising.

**Teaching and Assessment Methods:** Instruction is delivered through theoretical lectures enhanced with video materials, online platforms, journals, reproduction albums, and artist monographs. Students complete hands-on projects and participate in educational visits to design firms, advertising studios, museums, galleries, and artist workshops. Assessment is based on both theoretical comprehension and practical project work, along with continuous evaluation throughout the course.

## CONTEMPORARY ADVERTISING IN FASHION

**ECTS credits:** 3.0

**Semester:** 1st semester

**Form of knowledge assessment:** continuous assessment and final exam

**Weekly workload:** 2 hours lecture, 1 hour seminar

**Course type:** 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

**Course Annotation:** This course introduces students to the main stages, rules, and principles in creating advertising messages, along with contemporary trends in fashion advertising, branding, and promotional campaigns. The goal is to provide foundational theoretical and practical knowledge regarding the specifics of advertising in various areas of fashion design and to develop skills in preliminary research and advertising concept creation.

**Course Content:** The program emphasizes the development of knowledge and skills in advertising within the fashion sector. Students conduct research on advertising campaign concepts and current trends, preparing them to plan and execute marketing communications for fashion products.

**Teaching and Assessment Methods:** Students acquire the knowledge necessary to implement comprehensive fashion advertising processes, covering the full algorithm of fashion communication. Final assessment at the end of the second semester includes a final examination. Students submit their theoretical projects and exercises, with continuous assessment contributing to the overall grade.

## GAME DESIGN

<b>ECTS credits:</b> 3.0	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 1 hour seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Fine Arts, Faculty of Arts

**Lecturer:** Assistant Professor Dr. Boyan Blazhev

**Course Annotation:** This course introduces students to the essence, significance, and particularities of game design, as well as its application in various sectors including education and entertainment. It addresses related issues, game theory, types of games, and key requirements for creating effective and engaging games. Special emphasis is placed on the visual design aspects and the role of graphic

design within the context of game design. Knowledge is consolidated through creative projects and theoretical assignments.

**Course Content:** Students explore the historical development and conceptual nature of games, as well as theories surrounding their psychological and social impact. The course investigates the design elements of games, user interfaces, and their influence on players. Students develop original game designs or redesign existing ones, focusing on user experience and visual coherence.

The objective is to cultivate a deep understanding of the challenges and principles of game design, enabling students to contribute to game development with a focus on visual design and effective interface solutions. This is achieved through the development of graphic design competencies aligned with gameplay and user interaction.

**Teaching and Assessment Methods:**

Instruction combines lectures, storytelling, discussions, and project-based learning. Visual materials, presentations, catalogs, printed and digital publications, and example games are used to support the teaching process. Concepts are clarified through multimedia content, including clips and films dedicated to game design. Students complete a final examination, which includes both theoretical and project work, and are evaluated based on continuous performance.

**THREE-DIMENSIONAL ADVERTISING IMAGERY**

<b>ECTS credits:</b> 3.0	<b>Semester:</b> 1st semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 2 hours seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Fine Arts, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anna Pokrovnishka

**Course Annotation:** The lectures and practical exercises in *Three-Dimensional Advertising Imagery* aim to provide students with in-depth knowledge and skills in plastic arts. Three-dimensional representation as a means of expression in contemporary advertising holds a significant place, allowing the materialization of creative ideas. Consequently, any graphic designer must be prepared to understand the specificities, principles, and uniqueness involved in developing spatial forms.

**Course Content:** Lectures cover key terminology and technologies used in advertising and the role and significance of the advertising image in everyday life. Practical sessions develop skills in constructing forms with plastic completeness, applying characteristic methods suited to various materials.

**Teaching and Assessment Methods:** The course is taught through lectures and practical sessions enriched with modern computer technologies, catalogs, albums, and brochures. Students participate in visits to advertising studios, galleries, and museums. Methods include discussion, dialogue, and demonstration. At the end of the first semester, students complete a final examination, presenting

all practical exercises and theoretical work. The final grade includes results from ongoing assessment.

### FASHION ADVERTISING DESIGN

<b>ECTS credits:</b> 3.0	<b>Semester:</b> II <sup>nd</sup> semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 2 hours lecture, 1 hour seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance:</b> Department of Fine Arts, Faculty of Arts

**Lecturers:** Assoc. Prof. Dr. Diana Zaharieva;

Assistant Professor Dr. Milka Alexandrova

**Course Annotation:** This course introduces students to essential commercial practices for the effective presentation of fashion products. It immerses future designers into the professional environment of the fashion industry. By mastering styling methods and artistic expression approaches, students acquire the knowledge and skills necessary for independent work in commercial spaces—both interior and exterior. The course aims to build competencies for artistic and strategic presentation within the context of prevailing industry trends.

**Course Content:** Students gain both theoretical and factual knowledge in areas such as fashion visual merchandising, interior and exterior design of retail and exhibition spaces, and techniques for constructing fashion displays. Emphasis is placed on visual merchandising as a key promotional and sales tool aligned with leading fashion trends.

**Teaching and Assessment Methods:** Instruction involves the use of modern technologies and multimedia, along with illustrative materials from the university library, visual demonstrations, and discussions. Students complete a final examination at the end of the second semester. Evaluation is based on practical exercises, theoretical projects, and results from continuous assessment.

### METHODS AND TOOLS FOR CREATING AND PROCESSING VISUAL INFORMATION IN GRAPHIC DESIGN AND ADVERTISING

<b>ECTS credits:</b> 3.0	<b>Semester:</b> I <sup>st</sup> semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 1 hour seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Informatics, Faculty of Natural Sciences and Mathematics

**Lecturer:** Assoc. Prof. Dr. Radoslava Krалеva

**Course Annotation:** This course provides students with in-depth practical and theoretical knowledge in the field of graphic design and advertising. It aims to develop design competencies and skills for creating aesthetically sound visual content for virtual and print media, advertising, and packaging industries. Students learn about the essential processes, concepts, and trends in graphic design and advertising.

**Course Content:** The course explores the nature and role of visual information in graphic design and advertising. It focuses on developing compositional skills for using and creating various types of images, symbols, and signs—critical for cultivating creative thinking and the ability to develop artistic projects in design and advertising. Students gain familiarity with principles, methods, and techniques for creating and processing images and their communicative effectiveness.

**Teaching and Assessment Methods:** Delivered through lectures and practical projects, the course is supported with video materials, web resources, journals, reproduction albums, and monographs. Instruction includes visits to advertising agencies, museums, galleries, and artist studios. Teaching methods include multimedia visualization, student project analysis, and continuous assessment. At the end of the semester, students take a final exam. Final grades reflect both project work and ongoing performance.

#### AUTHORIAL INTERPRETATIONS OF DIGITAL IMAGES

<b>ECTS credits:</b> 2.0	<b>Semester:</b> II <sup>nd</sup> semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 1 hour seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Informatics, Faculty of Natural Sciences and Mathematics

**Lecturer:** Assoc. Prof. Dr. Radoslava Krалева

**Course Annotation:** This course familiarizes students with the essence, significance, and specifics of authorial interpretations of digital images, their application, and their role in the creation of graphic projects and advertising products. The program emphasizes the use of image interpretation as a tool for visual communication and advertising. It aims to develop the ability to analyze, synthesize, recognize, and creatively reinterpret visual content.

**Course Content:** Students acquire in-depth theoretical and practical knowledge in digital art through the practice of authorial interpretation. The course builds competencies in using expressive tools to reinterpret digital visuals, allowing students to conceptualize and implement diverse design projects. It covers the use of operating systems and professional software for creating and editing high-quality digital images. The curriculum emphasizes current trends, methods, technologies, and creative approaches in authorial interpretation within digital art, graphic design, and advertising.

**Teaching and Assessment Methods:** Teaching combines theoretical lectures with visual aids including videos, web publications, professional journals, reproduction albums, and monographs. Students complete practical projects, accompanied by visits to relevant creative institutions.

Assessment methods include visual demonstrations, multimedia, critiques, project corrections, continuous assessment, and a final exam based on both theoretical and practical work.

#### ADVERTISING AND COMPUTER DESIGN

<b>ECTS credits:</b> 2.0	<b>Semester:</b> IIInd semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 1 hour seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Compulsory
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Mechanical Engineering, Faculty of Engineering

**Lecturer:** Assoc. Prof. Dr. Ognyan Georgiev

**Course Annotation:** This course explores the nature and significance of advertising design, as well as the role of contemporary techniques and technologies used in the most frequently applied computer programs. Students develop an advanced understanding of the principles and stages of the creative design process, including the elements of advertising design and the specifics of developing various types of promotional materials. Projects are executed and presented in formats suitable for real-world implementation.

**Course Content:** The course includes an in-depth examination of the possibilities, applications, and types of advertising design, along with the specific considerations involved in their development. Students analyze design elements and expressive tools, explore the capabilities of computer programs and technologies in executing advertising products, and create independent projects using diverse graphic design approaches and styles.

**Teaching and Assessment Methods:** Instruction includes lectures, discussions, and demonstrations supported by presentations, catalogs, print and digital publications, and samples of advertising design. Multimedia materials, videos, and films on advertising and computer-aided design are used extensively. Demonstration plays a crucial role in showcasing effective ways to implement creative ideas. Students are assessed on both practical and theoretical assignments, including a final examination and results from continuous evaluation.

#### VIDEOGRAPHICS

<b>ECTS credits:</b> 2.0	<b>Semester:</b> IIInd semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 1 hour lecture, 1 hour seminar
<b>Course type:</b> Lecture and practical	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Television, Theatre, and Cinema Arts, Faculty of Arts



**Lecturer:** Assoc. Prof. Dr. Krum Ivanov

**Course Annotation:** The *Videographics* course aims to acquaint students with the theoretical foundations of video production and its applications in graphic design and advertising, along with the communicative functions and impact potential on audiences.

In parallel with theoretical knowledge, students engage in creative practical work that facilitates both understanding of the material and development of their skills in visual design and communication. They acquire broad knowledge and competencies for creating 2D and 3D graphics in video formats using contemporary digital technologies.

**Course Content:** The course introduces students to the concepts, processes, and trends in videographics. The lectures focus on developing core skills for creating video-based graphics that support the execution of advertising and graphic design projects. Topics include the historical development of videographics, as well as the technologies, methods, and stages involved in producing video content. Students gain practical knowledge in operating systems and specialized software for producing and editing high-quality digital video graphics.

**Teaching and Assessment Methods:** The course combines theoretical lectures with multimedia support, including videos, web content, professional journals, reproduction albums, and artist monographs. Practical work involves individual projects and visits to advertising agencies, galleries, museums, and creative studios. Methods include discussion, demonstration, interpretation, critique, and ongoing assessment. A final exam concludes the course.

#### VISUAL MEDIA ADVERTISING

<b>ECTS credits:</b> 2.0	<b>Semester:</b> II <sup>nd</sup> semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 2 hours lecture
<b>Course type:</b> Lecture	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Mechanical Engineering Technologies, Faculty of Engineering

**Lecturer:** Assoc. Prof. Dr. Ognyan Georgiev

**Course Annotation:** This course introduces students to the essence of advertising and its manifestations across various media, highlighting its role and importance in different fields. It explores advertising techniques and strategies with a particular emphasis on the use of visual elements. Students analyze the possibilities and applications of visual impact, visual thinking, and visual advertising, as well as how to design it effectively.

**Course Content:** The theoretical framework covers the fundamentals of advertising, especially visual media advertising—its types, features, and mechanisms of influence. Case studies and examples are used to analyze the effectiveness of visual thinking in creating impactful media campaigns. Students become familiar with contemporary trends and significant achievements in the field of visual advertising.

**Teaching and Assessment Methods:** The course is delivered through lectures supported by storytelling, dialogue, and discussion. Visual materials such as presentations, catalogs, printed and electronic publications, videos, and films related to visual media advertising are used to illustrate the content. Final assessment is based on a combination of theoretical tasks and continuous evaluation.

#### FASHION SHOW ADVERTISING

<b>ECTS credits:</b> 2.0	<b>Semester:</b> IIInd semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 2 hours lecture
<b>Course type:</b> Lecture	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Fine Arts, Faculty of Arts

**Lecturer:** Prof. Dr. Emil Kukov

**Course Annotation:** This course aligns with the overall goals of the program and the academic standards of the university, as well as with the qualification profile and targeted professional competencies. It provides interdisciplinary training relevant to both visual arts and fashion as a socio-cultural phenomenon.

**Course Content:** The course focuses on the advertising and organizational aspects of fashion events. Students learn about the components of stage presentation for fashion products, from conceptualization to full realization. Topics include planning a fashion show, constructing its visual identity, and integrating advertising design within the promotional strategy of the event.

**Teaching and Assessment Methods:** Instruction is provided through lectures that define the theoretical foundations of the discipline. Students are required to complete both practical and theoretical assignments related to the course themes. Final evaluation includes a concluding examination and continuous assessment throughout the semester.

#### SCIENTIFIC STRATEGIES AND RESEARCH IN FASHION MARKETING AND DESIGN

<b>ECTS credits:</b> 2.0	<b>Semester:</b> IIInd semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 2 hours lecture
<b>Course type:</b> Lecture	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Department of Television, Theatre, and Cinema Arts, Faculty of Arts

**Lecturer:** Assistant Professor Dr. Nonka Obreshkova

**Course Annotation:** The course *Scientific Strategies and Research in Fashion Marketing and Design* is intended for students in the Master's program specializing in Graphic and Advertising Design. It introduces them to the nature of marketing in the fashion industry and highlights its essential role in the fashion business. Students explore the components of the marketing mix, the specifics of marketing within fashion, and the functions of marketing professionals in the management, distribution, promotion, and public relations activities of fashion enterprises.

**Course Content:** The lecture material covers the fundamentals of marketing in the fashion industry, the functions and responsibilities of the fashion marketer, and the development and management of fashion projects. It includes theoretical frameworks, analytical approaches, and research methodologies tailored to the fashion context.

**Teaching and Assessment Methods:** The course employs a combination of marketing techniques and visual materials, including illustrations, demonstrations, and discussions. At the end of the second semester, students complete a final examination and submit relevant theoretical projects. Evaluation includes performance in both the final and continuous assessment.

#### PORTFOLIO PROJECTS

<b>ECTS credits:</b> 2.0	<b>Semester:</b> II <sup>nd</sup> semester
<b>Form of knowledge assessment:</b> continuous assessment and final exam	<b>Weekly workload:</b> 2 hours practical work
<b>Course type:</b> Practical	<b>Course status:</b> Elective
<b>Major:</b> Graphic and Advertising Design in Fashion	<b>Methodological guidance</b> Faculty of Engineering

**Lecturer:** Assistant Professor Dr. Ognyan Georgiev

#### Course Annotation:

*Portfolio Projects* is a practice-oriented course designed to familiarize students with the basic principles of creating portfolios, presentations, and blogs, while also demonstrating their application in graphic design and advertising. The course emphasizes the communicative functions of design and the ability to influence and inform target audiences. Students acquire practical skills for presenting and promoting a product, individual, organization, or project.

**Course Content:** Students develop advanced practical knowledge for creating professional portfolios, including appropriate structuring and visual design. The curriculum introduces key concepts, processes, and trends in portfolio creation and presentation. Students learn to use professional software and operating systems to develop high-quality digital materials. The course highlights contemporary methods, technologies, and strategies used in visual self-presentation within the graphic design and advertising industries.

**Teaching and Assessment Methods:** Instruction includes visual materials such as videos, specialized websites, and design journals. Students complete individual creative projects using methods such as discussion, demonstration, multimedia presentations, analysis of student works, critique, and revision. Final assessment includes a practical portfolio presentation, ongoing evaluations, and a concluding exam.