Course description template: Fundamentals of Graphic Design

.1 Course name:	
Basics of graphic design	
2. Course code:	
Determined by the scientific department	
.3 Semester/Year:	
The first course	
.4 History of preparation of this description:	
2025/9/2	
.5 Available attendance forms:	
In-person + online (when needed)	
.6 Number of study hours (total) / Number of units (total):	
3 hours / 3 units	
.7 Name of the course administrator	
Name: M.M. Mustafa Razzaq Kadhim mustafa.razzaq@uowa.edu.iq : Email	

8. Course objectives	
✓ To enable students to understand the concept of digital advertising, its development and its role in the modern communication system, while recognizing the differences between it and traditional advertising.	
✓ To equip students with the ability to analyze digital advertisements in terms of the idea, the message, the target audience, and the media used, thereby enhancing their critical thinking.	Objectives of the study subject
✓ Developing students' skills in planning and designing digital advertising campaigns using various digital platforms and technologies in line with the goals of the organization or brand.	
✓ Introducing students to digital advertising tools and methods, such as social media platforms, search engines, and interactive ads, while understanding the mechanisms for measuring performance and interaction.	
✓ Enhancing the practical aspect for students by linking theoretical aspects with practical application, which contributes to preparing them for the digital labor market and its evolving requirements.	

.9 Teaching and learning strategies	
Theoretical lectures supported by practical examples. ✓	**Strategy**
Classroom discussions and analysis of real-life case studies. ✓	
Applied projects are short reports and research papers. ✓	
Training in the use of quantitative methods for forecasting and decision-making. ✓	
E-learning through digital resources and educational videos. ✓	

10. Course structure

Assessment Method	Learning Method	Unit or Topic Name	Required Learning Outcomes	Hours	Week
Oral Questions	Lecture + Discussion	Introduction to Graphic Design	Definition of graphic design, its origins and development, and its role in digital advertising	3	1
	Lecture + Examples	Computer Application	Practical	2	2
Short Report	Lecture + Participation	Graphic Design as a Means of Visual Communication	Understanding visual communication, the mechanism of conveying meaning through images, the relationship between form and content, and the designer's role in delivering the advertising message	3	3
		Practical	Practical	2	4
Homework	Lecture + Exercise	Elements of Graphic Design	A detailed explanation of the basic design elements such as: point, line, shape, color, space, texture, and direction, with an explanation of the role of each element in constructing the advertising design	3	5
		Practical	Practical	2	6
Homework	Lecture + Training	Foundations and Principles of Design	Covering the principles of graphic design such as balance, contrast, rhythm, repetition, unity, harmony, and visual hierarchy, with applications to digital advertisements	3	7
		Practical Lecture	Practical Lecture	2	8
			Exam		9
Homework	Lecture + Practical Examples	Color in Design and Advertising	Focuses on color theory, the color wheel, the psychological and cultural connotations of colors, the use of color in advertising persuasion, and its impact on the recipient and consumer behavior	3	10
			Practical	2	11
Homework	Lecture + Case Study	Typography and Printing	Covers the concept of font, its types, characteristics, rules for its use in digital advertising, the relationship between font and image, and the effect of typography on the clarity and communicative power of the message	3	12
		Practical	Practical	2	13
Class Participation	Review + Exercises	Image and Illustration in Advertising Design	Explaining the role of photography and illustrations, the principles of image selection, digital image processing, and their role in building meaning and persuasion in advertising	3	14
		Practical	Practical	2	15
			Second Monthly Exam		16
Homework	Lecture + Participation	Composition and Artistic Layout	Focuses on the foundations of visual composition, the distribution of elements within the design space, and the use of grids and white space in digital design	3	17
		Practical	Practical	2	18
Short Quiz	Lecture + Exercise	Visual Identity and Branding	Addresses the concept of visual identity, its elements (logo, colors, fonts), and the role of graphic design in building a brand and establishing its mental image	3	19
		Practical	Practical	2	20
	Lecture + Training	Graphic Design for Digital Advertising on Digital Platforms	Explaining the specific design requirements for digital advertising, content design for social media platforms, interactive advertising, and design requirements for various digital media	3	21
		Practical	Practical	2	22
Homework	Lecture + Discussion	Graphic Design Programs	This course covers the introduction to the most important design programs used in digital advertising, such as Adobe Photoshop, Illustrator, and InDesign, explaining the areas of application for each program.	3	23
		Practical	Practical	2	24
			First Monthly Exam	2	25

Report	Lecture + Case Study	Fundamentals of Digital Image Processing	Focuses on the concepts of resolution, dimensions, color systems (RGB – CMYK), digital image formats, and final output quality.	3	26
		Practical	Practical	2	27
Short Report	Review + Exercises	Creativity and Innovation in Graphic Design	Addresses the concept of creativity, stages of design thinking, generating visual ideas, and the role of innovation in distinguishing the advertising message.	3	28
		Practical	Practical	2	29
		Critical Evaluation of Design Works	Focuses on the fundamentals of analyzing and evaluating graphic design, reading visual messages, constructive criticism, and linking design to communication and marketing objectives.	3	30
		Practical	Practical	2	
			Second Monthly Exam		

11. Course Evaluation

Grade distribution out of 100 based on student assignments such as daily preparation, daily, oral, and monthly exams and editing, reports, etc.

A. Preparation and Class Participation: 10 marks

B. Monthly Exam: 30 marks

C. Final Exam: 60 marks

D. Total = 100 marks

12. Learning and Teaching Resources

A Study on Graphic Design, Prof. Dr. Ahmed Gamal Eid Mohsen Printing House Egypt 2014 Deposit Number 26932/2014 National Library and Archives - Egypt	Required Textbooks
A Study on Graphic Design by Prof. Dr. Ahmed Gamal Eid Mohsen Printing House Egypt 2014 Deposit Number 2014/26932 National Library and Archives - Egypt	Main References
Fundamentals of Graphic Design, Understanding Cinema	Recommended Supporting Books and References
Journals and Scientific Research on Graphic Design and Advertising Digital	Electronic References, Websites