

Graphic Design Course Description Template

Course Name:	.1
	graphic design
Course code:	.2
Determined by the scientific department	
Chapter/Year:	.3
	First course
Date of preparation of this description:	.4
	2/9/2025
Available attendance formats:	.5
	In-person + online (when needed)
Number of study hours (total) / Number of units (total):	.6
	3 hours / 3 units
Name of the course coordinator	.7
Name: M.M. Mustafa Razzaq Kadhim Email: mustafa.razzaq@uowa.edu.iq	
Course Objectives	.8
<p>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. ✓</p> <p>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. ✓</p> <p>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. ✓</p> <p>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. ✓</p> <p>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. ✓</p>	<p>Course Objectives</p>

Teaching and learning strategies .9

Theoretical lectures supported by practical examples. ✓ Classroom discussions and analysis of real-life case studies. ✓ Applied projects (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. ✓	strategy
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Course structure .10

Evaluation 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
duty	Lecture + Exercise	graphic design elements	A detailed explanation of the basic design elements such as: point, line, shape, color, space, texture, and direction, along with an explanation of the role of each element in constructing the advertising design.	3	5
		practical	practical	2	6
duty	Lecture + Training	Design principles and foundations	It covers graphic design principles such as balance, contrast, rhythm, repetition, unity, harmony, and visual hierarchy, with applications to digital advertising.	3	7
		Practical lecturer	Practical lecturer	2	8
			exam		9
duty	Lecture + practical examples	Color in design and advertising	It focuses on color theory, the color wheel, the psychological and cultural connotations of colors, the use of color in persuasive advertising, and its impact on the recipient and consumer behavior.	3	10
			practical	2	11
duty	Lecture + Case Study	For calligraphy and printing	It addresses the concept of font, its types, characteristics, rules for its use in digital advertising, the relationship between font and image, and the impact of printing on the	3	12

			clarity and communicative power of the message.		
		practical	practical	2	13
Class participation	Review + Exercises	Images and graphics in advertising design	This section explains the role of photography and illustrations, the principles of image selection, digital image processing, and their role in constructing meaning and persuasion in advertising.	3	14
		practical	practical	2	15
			Second month exam		16
duty	Lecture + Participation	Composition and artistic direction	It focuses on the fundamentals of visual composition, the distribution of elements within the design space, the use of grids, and white space in digital design.	3	17
		practical	practical	2	18
Short test	Lecture + Exercise	Visual identity and branding	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 are discussed.	3	19
		practical	practical	2	20
	Lecture + Training	Graphic design for digital advertising on digital platforms	Explaining the specific design requirements for digital ads, content design for social media platforms, interactive ads, and design requirements for various digital media.	3	21
		practical	practical	2	22
duty	Lecture + Discussion	graphic design programs	This section introduces the most important design programs used in digital advertising, such as: Adobe Photoshop – Illustrator – InDesign With an explanation of the areas of use for each program.	3	23
		practical	practical	2	24
			First month exam	2	25
a report	Lecture + Case Study	Fundamentals of digital image processing	It focuses on the concepts of accuracy.(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	It addresses the concept of creativity, the stages of design thinking, the generation of visual ideas, and the role of innovation in distinguishing the advertising message.	3	28
		practical	practical	2	29
		Critical evaluation of design works	It focuses on the fundamentals of graphic design analysis and evaluation, reading visual messages, constructive criticism, and linking design to communication and marketing objectives.	3	30
		practical	practical	2	
			Second month exam		
Course evaluation .11					

Grade distribution out of 100 According to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.

أ. Preparation and class participation: 10 marks

ب. Monthly test: 30 points

ج. Final exam: 60 marks

د. **Total = 100 points**

Learning and teaching resources .12

<p>A study on graphic design by Professor Ahmed Gamal Eid Mohsen Printing House Egypt 2014 m Deposit number 2014/26932 National Library and Archives - Egypt</p>	<p>Required textbooks</p>
<p>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</p>	<p>Main References</p>
<p>Fundamentals of graphic design, understanding cinema</p>	<p>Recommended supporting books and references</p>
<p>Specialized scientific journals and research Graphic design and digital advertising</p>	<p>Electronic references, websites</p>

