



Buea Institute of Technology

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DEPARTMENT OF GRAPHIC DESIGN AND PUBLISHING

# HND GRAPHIC DESIGN

## COURSES OVERVIEW

### FIRST YEAR: FIRST SEMESTER

#### 1. GDP201: INTRODUCTION TO ARTS

**Credits: 6, Course State: Compulsory (C)**

➤ **History of art I:**

- The Prehistoric arts and antiques
- The Prehistoric arts
- The ancient arts
- The arts of the Middle Ages and the Renaissance
- The arts of the middle age;
- The arts of the Renaissance.

➤ **History of Art II:**

- The modern arts (end of 19th and beginning of the twentieth century)
  - The Impressionism;
  - The expressionism;
  - The neo-impressionism; Etc.
- The sculpture of the Ancient Egypt
  - Of the sculpture of the Predynastic times to the sculpture of the historic period: forms and expressions of language;
  - The techniques of sculpture: The research of the aesthetic canon Egyptian.

- Calligraphy of Ancient Egypt
- The contemporary arts

➤ **Aesthetics and philosophy of art:**

- Understanding of concepts
  - Art;
  - Decorative Art;
  - Interior design;
  - Aesthetics;
  - Philosophy of art.
- The major families of the art
- History of aesthetic theories
- Report to the visual arts

➤ **General Information on anthropology of art:**

- Understanding of concepts
  - Anthropology;
  - Anthropology of the art;
  - Object of art;
  - Oeuvre of art.
- Object of the anthropology of the art
- Sources and problem of the anthropology of the art
  - Object;
  - Problematic;
  - Source.
- Study of art objects
  - Pictorial works;
  - the sculptural works.

➤ **The profession of the graphic designer**

- What is a graphic designer?
- Difference between graphic designer and artist;
- The process of graphic creation;
- Professional prospects.

➤ **How to draw from the basic forms?**

- General information;
- Methods of representation;
- The animals, people, things;
  - Model.

➤ **Notions of shadow and light**

- Generality;
- Principles and methods;
  - Practical cases.

➤ **Concepts of color and Coloriage**

- General Information - Notions of color; - How to colorize?
- Practical cases

➤ **Semiology of the art:**

- Understanding of Concepts: Semiology, semiotics, semantic, pragmatic, syntax, sign, semiology of art, visual semiology
- Historical realized from the semiology
- The types of semiology
- Report between semiotics and Art
- The methods of analysis in Visual semiology, semantics
- Semiological analysis/semiotics of graphics achievements
- The sign according to Persia: definition, typology
- The signified, the meaning, the referring
- Semiological analysis/semiotics of graphic art

- Semiological interpretation /of semiotic graphic art
- Advertising Critica

➤ **Graphics and visual language II :**

- **Initiation to the design:**

- Basic Concepts of the design;
- The areas of activity of the design;
- History of the design;
- Design and Management.
- Management of a project design product;
- Place of design in the communication;
- The visual dimensions of the strategy of communicational;
- Strategic management of the design;
- Operational management of the design.

➤ **Visual language II:**

- **Figures of style**

- Allegory;
- Antithesis;
- Emphasis;
- Analogy;
- Comparison ;
- Understatement;
- Hyperbole;
- Enumeration;
- Metaphor;
- Irony;
- Métonymie;
- Personification;
- Parody;
- Repetition;
- Synecdoque.

- **Processes for the creation of images**

- Subtraction;
- Combination ;
- Animation;
- Transfer;
- Hybridization;
- Metamorphosis;
- Resizing;
- Contradiction;
- Disguise.
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## 2. GDP203: ADOBE PHTOSHOP

**Credits: 6, Course State: Compulsory (C)**

### ➤ **Production Techniques I:**

- **Adobe Photoshop: The tools and their functions**
  - Selection tools;
  - Move tools;
  - The tools of coloring;
  - Tools texts;
  - Recradage tools...
- **Adobe Photoshop: File Formats**
  - PSD;
  - BMP;
  - PNG images;
  - PDF;
  - EPS;
  - PICT;
  - JPEG; - TIFF.
- **Adobe Photoshop: color**
  - Color modes; - color adjustments.
- Adobe Photoshop : conversion between the modes grayscale bitmap and Convert an image to a bitmap mode; - Convert an image to a grayscale mode.
- **Adobe Photoshop: The Layers**
  - Pixilation of layers;
  - Duplication of layers;
  - Modification of the stacking of layers;
  - Appoint the layers;
  - Connection of layers;
  - Locking, Masks of fusion, flattening; - Layers of settings and of filling;
  - Layers of form.
- **Adobe Photoshop: The effects and styles of layer**
  - The shadows;
  - The glimmers;
  - Bevelling and stamping;
  - Contour and color;
  - Fuser mode;
  - Angle, degraded and smoothing;
  - Length, noise, noise...
- **Adobe Photoshop: Selection**
  - Standard mode;
  - Quick mask;
  - Recovery of a selection

### ➤ **Technical of production II:**

- **Adobe Photoshop : plots**
  - Management of the tracks;
  - Palette of tracks;
  - Conversion of the tracks;
  - Feather radius;
  - Filling of plots.
- **Adobe Photoshop: clippingpaths - Creation of an image mask.**
- **Adobe Photoshop: The transformations**
  - Variation of scale;
  - Rotation, Skew,;
  - Document Changes: size, resolution, rotation and reflection.

### 3. GDP211: GRAPHIC AND MULTIMEDIA DESIGN

**Credits: 6, Course State: Compulsory (C)**

#### ➤ **Computer graphic design**

- Digital images
- Bitmap images
- Vector images
- Characteristics of bitmap images
- Image compression
- Final improvements of images
- Practicals on the creation buttons and images for the Web
- Bitmap and vector file format
- Document and print – out format
- The Design Process
- Elements & Principles of Design
- Typography
- Color Theory & Use
- Creating images for print & web

#### ➤ **Visual language:**

- Graphic representations
  - Pictorial symbols;
  - Graphic symbols; - verbal symbols.
- The basic principles of the Gestalt
  - Figure/background;
  - Opening/closing;
  - Proximity;
  - Likeness; - continuity; - color.
- Basic elements of visual language
  - Conceptual elements;
  - Visual elements;
  - Relational elements; - items practices.

- Basic principles of visual composition
  - Balance ;
  - Pace;
  - Harmony; - emphasis; - Unit.
- Composition as a whole
  - Patterns of composition;
  - Lines of force;
  - Strengths;
  - Angular constructions;
  - Golden Rule;
  - The laws of the third and fourth.
- **Communication plan in graphic design:**
  - Client-target;
  - The objectives of the communication;
  - Axis of communication; - communication strategy;
  - Strategy of creation.
- **Typography and layout I :**
- **Anatomy and typographical Classification:**
  - **Anatomy of a letter**
    - Wheelbase;
    - Axis;
    - Loop;
    - Body;
    - Loosed ;
    - Connecting point; - height; - the keg.
  - **Basic vocabulary**
    - Basic Terminology; - specific terminology.
  - **Typographical Classification**
    - Vox classification;
    - Fonts Humanes;
    - Garaldes fonts;
    - Reais fonts;
    - Didones fonts;
    - Mécanes fonts;
    - Sans serif fonts;
    - Fonts Incises;
    - - Fonts scripts;
    - Manuaires fonts;
    - Fracture fonts; - Onciales fonts; - fancy fonts.
- **Implementation typographical Page:**
  - **Introduction to the typography**
    - The fonts of characters;

- Origin of the writing and fonts (first scriptures, appearance of the alphabet, write the Roman capital, write, roman, gothic Writing, Writing Renaissance, etc.).
- **Evolution of the typography**
- The families of character (fonts to serif, sans serif font, fonts, script, fonts fantasies;
- Importance of typography in the design.
- **Typology and typographical properties**
  - The Capitals;
  - The bold and italics;
  - The condensed and the extended;
  - Size and spacing;
  - Line spacing and length of line;
  - Character plan and background.
- **The measurement systems**
  - The Anglo-American system;
  - The European system;
  - Page layout typographical.
- **Implementation typographical page**
  - Top and bottom;
  - Relationship Figure/background;
  - Static space and space assets.
- **Steps for the Creation:**
  - **Steps for the creation: the pre production**
    - Iconographic Script: realization of the pages of trends (types of objects, materials and colors, TARGET, direct competitor and indirect).
  - **Steps for the creation: the production**
    - Analysis of the sources of inspiration;
    - Graphical research (sketch);
    - Chromatic research (sketch);
    - The final models (model);
    - Production of the model and prototyping.
  - **Steps for the creation: the postproduction**
    - Manufacture in workshop;
    - Commercial strategies;
    - Industrialization.
- **Image processing**
  - **Working With Adobe Photoshop**
    - Images, colours, copies
    - Improve and transform the images
    - Filters and effects, text
    - Vector drawing in photoshop

- Saving, exportation and printing
- RAW camera
- Photoshop innovations
- **Colours**
  - Level of gray
  - Colour
  - True colour
  - Indexed colour
- **Image reproduction modes**
  - Matrix coding
  - Vector coding
  - Curve fractal
- **Compression and compaction**
- **Formats and standards**
  - Matrix image format
  - Vector image format
  - Web adapt format
- **Logo and Icons Realisation**
  - **Logotype**
    - How to create a logo;
    - Qualities of a logo.
    - Types of Logo.
- **Streaming:**
  - Introduction to streaming
  - Realizing streaming
  - Efficient and adapted methods used in importing web elements
  - Adopted tools
- **Introduction to Sound**
  - Definition of sound
  - Characteristics of sound
  - Digitalization of sound
  - Mono and stereo sound
  - Size of a sound file
  - Sound compression
- **Introduction to Video**
  - Definition of video
  - Analogue video
  - Digital video
  - Compression of digital video (notion on Codec)
- **Streaming:**
  - Introduction to streaming
  - Realizing streaming



- Efficient and adapted methods used in importing web elements
- Adopted tools

#### 4. WSD201: HTML/CSS

**Credits: 6, Course State: Compulsory (C)**

➤ **Web design:**

- **Introduction to Web Design**

- History of web design
- Basic concepts
- Criteria used in web design
- Colour language
- Some examples and commentaries

➤ **Web and multimedia I :**

➤ **Web design:**

- General information on the Web Design
  - Definitions: web, web design, digital;
  - The trades of Web design;
  - The software used in the Web design;
  - The characteristics of the images for the Web;
  - Optimization of images for the Web;
  - Organization of files;
  - The nomenclature rules of files;
  - Extension of the current files;
  - Optimization of files;
  - Types of files;
  - Dimensions of a web page.

➤ **Initiation to the Web Programming:**

- Adobe Golive: Images
  - Place an image in a page;
  - Inspector palette;
  - Alttext field;
  - Field HSpace;
  - VSpace field.
- Adobe Golive: images in rollover and the hypertext links
  - Actions open windows;
  - Internal links;
  - External Links.
- Adobe Golive: actions, sheets of CSS styles
  - Usefulness of the CSS.
  - Creation of style sheets;
  - Style sheets inter and external.
- Adobe Golive: definition of styles (HTML)

- Definition of styles;
- Styles classes;
- ID styles;
- Styles of HTML elements;
- Character attributes;
- Attributes of styles;
- Apply a class style to a selection.
- Adobe Golive: Iframes
  - Creation of an Iframe;
  - Attributes of an Iframe;
  - Compatibility of iframes.
- Adobe Photoshop: images gif with transparent background
  - The bottom of the page; - substance of the image;
  - Indexedcolor.
- Adobe Golive, and HTML: scroll bar customized
  - The scrollbarcolor.

## 5. MEC201: COMMUNICATION FUNDAMENTALS

### **Credits: 6, Course State: Compulsory (C)**

- Introduction to communication
- What is communication
- Types of communication
- Principles of communication
- Communication Process
- Effective communication
- Professional Communication:
  - Discovery of the graphic design
    - Fields of activity;
    - Professions;
    - Professional structures;
    - Pathways and formations.
  - Sciences of Communication
    - Points and marks of the theories and models
      - Interpersonal communication;
      - Group and Organization;
      - Media and Information;
      - New technologies; Etc.
  - Approach of the sign and of the Meaning
    - The landmarks of Semiology:
      - Semiotics (concept of sign, elements of visual semiotics, elements of semiotics of media);
      - Applications;

- Analysis and method; etc.
- Strategy and Communication
  - Options of Communication Strategy
    - Approach;
    - Organization;
    - Context;
    - Methods;
    - Actors;
    - Public;
- Professional Practices
  - Professional vocabulary
  - Purposes and context;
  - Approaches and methods; - techniques and materials;
  - Creativity Techniques;
  - Case studies according to the fields of intervention:
    - Design of message;
    - Design of Identity;
    - Design of edition.

## 6. FRE101: BASIC FRENCH LANGUAGE I

**Credits: 2, Course State: Required (R)**

### ➤ **Etude des situations de communication**

- Identification des facteurs de la situation de communication (émetteur, récepteur, code, canal, message, contexte) ;
- Situation de communication et interactions verbales ;
- Etude des éléments para verbaux (kinésique, proxémiques, mimogestuels, etc.) ;
- Identification et manipulation des figures d'expression et de pensée (métaphores, ironie, satire, parodie, etc.).

### ➤ **Typologie des textes et recherche documentaire**

- Lecture des textes de natures diverses (littéraires/non littéraires, image fixe/image mobile, dessin de presse, caricature, etc.);
- Analyse des textes publicitaires et des discours (scientifiques, politiques, littéraires, etc.) ;
- Constitution et exploitation d'une documentation et montage des dossiers;
- Lecture des textes cultivant les valeurs morales et civiques.

### ➤ **Communication orale**

- Réalisation d'un exposé ;
- Réalisation d'une interview ;
- Réponse à une interview ;
- Présentation d'un compte-rendu oral ;
- Résumé de texte ;

- Réalisation d'un jeu de rôles ou d'une simulation ;
- Initiation au leadership et à la dynamique des groupes ;
- Ecoute et lecture attentive de documents sonores et/ou graphiques ;
- Lecture méthodique à l'oral.

## 7. ENG101: BASIC ENGLISH LANGUAGE I

**Credits: 2, Course State: Required (R)**

- **Vocabulary**
  - Technical and usual vocabulary of the specialty
- **Grammar**
- **Bilingual expression**
  - Understanding in interaction in Technical Discussions
  - Continuous oral communication: Show, explain, develop, summarize, account, comment;
  - Interactions oral communication
  - How to introduce oneself
- **Autonomous reading of "writings" of all levels**
  - Lead by a quick reading to understand the general sense;
  - Browse a text long enough to locate desired information;
  - Gather information from different parts of the document or of the different documents in order to accomplish a specific task.
- **Write clear, detailed texts**
  - Essay writing;
  - Application for employment;
  - C.V.
  - Letter of motivation;
  - Lettre / memo writing and minutes of a meeting

## 8. DIL101: DIGITAL LITERACY

**Credits: 4, Course State: Required (R)**

- **Computer fundamentals**
  - Hardware
  - Networks and mobile devices
  - Software
  - Operating system
  - File management
  - Security and maintenance
  - Cloud computing
- **Memory Management**
  - Partitioning, paging and segmentation
  - Virtual memory
  - Page Faults

- Address translation and page fault handling
- Memory management hardware: page table and Translation
- Memory management algorithms: fetch policy, replacement policy
- **Input / Output Management and Disk Scheduling**
  - I/O devices
  - Organization of I/O function
  - I/O buffering
  - Disk scheduling, RAID
- **File Management**
  - File systems
    - File systems interface
    - File system structures
  - Organization: files and directories
  - Secondary storage management, file systems: FAT and NTFS
  - File protection & Security
- **Deadlocks**
  - Conditions for deadlocks
  - Deadlock avoidance
  - Deadlock prevention
  - Research on deadlocks
- **Multi processor systems**
  - Multicomputers
  - Virtualization
  - Distributed systems
- **Operating system security**
  - Cryptography
  - Authentication
  - Malware etc.
- **Key applications**
  - Apps and applications
  - Using Microsoft word
  - Using Microsoft Excel
  - Database concepts
  - Using Microsoft power point
- **Living online**
  - Looking at the Internet
  - Managing media literacy
  - Digital communication
  - Understanding e – mail
  - Contacts and calendaring
  - Your life online
- **Internet Services**

- Internet and its services
- Operation of the Web
- Addressing of Web documents

## **FIRST YEAR: SECOND SEMESTER**

### **1. OAS202: MICROSOFT PUBLISHER**

**Credits: 6, Course State: Compulsory (C)**



### **2. WSD204: CONTENT MANAGEMENT SYSTEM (WORDPRESS)**

**Credits: 6, Course State: Compulsory (C)**

➤ **Introduction to CMS**

- Installation and configuration of WordPress
- Inatallation of XAMP and WAMP server
- Installation of WordPress
- Configuration of the site

➤ **Administration of a Web site**

- Configuration and administration of admin parameters
- Account and access rights
- Updating
- Practical session

➤ **Articles**

- Articles
- Advanced editing
- pdf, youtube
- Categories
- Practical session

➤ **Menu**

- Creating a menu
- Configuring sub menu systems

➤ **Templets**

- Installation and modification of templats
- Practical session on installation and modification of templats

➤ **Components and modules**

- Add a down loaded module
- Polls
- Contact forms
- Slide show
- Search module
- Practical session

➤ **Other CMS**

- Joomla

- Drupal
- **Complete Web site**
  - Analyse an existing site
  - Create a second WordPress installation
  - Planning and paging a site
  - Project on site creation
- **Security of a Web site**
  - Protection
  - Restoration

### 3. GDP206: GRAPHIC ILLUSTRATION – ADOBE ILLUSTRATOR

#### **Credits: 6, Course State: Compulsory (C)**

- Conception and implementation of a typical logo
- Design of address card and calendar
- Project promotion campaign
- Advertisement display, tracing techniques
- Presentation of the software interface
- Creation of drawings and vector illustration with Illustrator
- **Design and creation assisted by computer (DCAO) :**
- **Computer assisted drawing:**
  - **Discovery of Illustrator**
    - Creation of a document;
    - The interfaces;
    - Use and importance.
  - **The functions and use of the main tools to Illustrator**
    - The selection tools
    - The drawing tools (rectangle, oval, polygon, Star) the substantive tools and contour.
  - **How to Draw with the Pen tool?**
  - **Techniques of Illustration assisted by computer**
    - Drawing Technical direct to Illustrator; technique of drawing by transplanting to Illustrator creation and management of layers.
- **Graphical chain:**
  - Presentation of the chain Graph
    - The steps of the chain graph;
    - The trades of the chain graph.
  - The processes of display graphic prints
    - The typography;
    - The gravure printing;
    - The pad printing;
    - The offset;
    - The silkscreen; Etc.

- The achievement of invoice/proforma invoice
- **Production of a document printed:**
  - Vector images and bitmap
    - Properties;
    - Resolution;
    - Frame, screen ruling and resolution.
  - **Color Separation**
    - Techniques for separation of color;
    - Adobe Illustrator;
    - Adobe Indesign.
  - **Technical production: the recovery**
    - the trapping of the texts; forms, contours;
    - the line art.
  - **Production of a document printed**
    - Meeting of the representative;
    - Realization of the final films;
    - Imposition;
    - Achievement of the tests;
    - Achievement of the plates;
    - Offset printing;
    - Finishing;
    - Delivery.
  - **Offset press, and taxation of colors**
    - Diagrams and types of offset press;
    - Taxation of double
    - Sided pages.
  - **Pamphlets and types of folds**
    - Simple folds;
    - Double Folds;
    - Folds accordions;
    - Rolled folds;
    - Parallel folds;
    - Folds GateFold;
    - Cross folds;
    - French folds.
  - **Brochures and books : types of binders**
    - Saddle stitch;
    - Loopstich;
    - Flat stitching;
    - Metal spiral;
    - Spiral of plastic;
    - Double metal spiral;



- Boudin of plastic;
- Thermoplastic;
- Lay flat;
- Couture by section;
- Coverage cardstock.
- **Send a document to print**
  - The tests;
  - Vector drawings originals;
  - The files of the HD image;
  - Audits.
- **Initiation to the Software Illustrator:**
  - **Adobe Illustrator**
    - The basic tools;
    - The applications.
  - **Adobe Illustrator: the plot to the Pen**
    - Guidelines;
    - Guiding points;
    - Curves combinations, summits, straight segments;
    - Amendment of plots.
  - **Adobe Illustrator: opening and importing images**
    - Opening; - import; - Management.
- **Design and creation assisted by computer (DCAO) :**
- **Computer assisted drawing:**
  - **Discovery of Illustrator**
    - Creation of a document;
    - The interfaces;
    - Use and importance.
  - **The functions and use of the main tools to Illustrator**
    - The selection tools
    - The drawing tools (rectangle, oval, polygon, Star) the substantive tools and contour.
  - **How to Draw with the Pen tool?**
  - **Techniques of Illustration assisted by computer**
    - Drawing Technical direct to Illustrator;
      - technique of drawing by transplanting to Illustrator
      - creation and management of layers.
- **Creation assisted by computer:**
  - Achievement of the leaflets, maps of visits
  - Realization of advertising posters (large and small format)
  - Achievement of Répétit Banners and large format)
  - Creation of a digital logo (typographical errors, mixed) to Illustrator
  - Declination of the logos and graphic media

- 3D effect to Illustrator with veneer
- Reproduction and creation of a cahet

#### 4. MEC212: PUBLIC RELATIONS AND ADVERTISING PRODUCTION

**Credits: 6, Course State: Compulsory (C)**

- **Introduction to Advertising**
- **Advertisement:** Definition, Meaning & Concept
- Importance and Role of Advertising
- Need, nature and scope of Advertising
- Role and functions of Advertising
- History & growth of Advertising in Cameroon
- **Advertising as a social process**
- Advertising consumer welfare,
- Advertising standard of living
- Advertising & cultural values
- **Basics of PR**
- PR as distinguished from advertising, publicity and marketing
- **Public Relation:** Objectives and need
- Functions of PR, Management function
- Publics in public relations
- PR planning process and basic public relation strategies
- Crisis management by PR practitioners
- **PR Tools**
- Functions of PR department
- PR tools and techniques
- News release - seven point formula
- Press relation – principles
- Press conference, press briefing
- Press tours, get-togethers
- Importance of events in PR
- Tools of internal PR: House journal, annual report,
- Writing speech, minutes and official memo
- Ad Copywriting
- Ad Copyediting & Proofreading
- Ad Design and Production
- Introduction to Public Relations

#### 5. WSD240: ENGINEERING MATHEMATICS I

**Credits: 6, Course State: Compulsory (C)**

- **Basic Mathematics**
  - Mathematics:
    - Functions of a real variable

- Focus on the aesthetic aspect of the curves;
- Tangent at a point where the vector derivative is not null;
- The study of singular points and branches endless is not payable.
- Vector calculation
- Geometric modeling
- **Physical:**
  - Mechanical
    - Mechanical action;
    - Balance of a solid;
    - Fluid mechanics.
  - **Materials**
    - The polymers; and other.
  - Behavior of Materials
    - Resistance of Materials;
    - Maintenance of tissues.
- **Numerical functions of a real variable:**
  - Logarithmic and exponential functions
  - Reciprocal circular functions
  - Hyperbolic functions and their reciprocals.
- **Several real variables functions**
  - 1st and 2nd order partial derivative
  - Schwarz theorem
  - Differential applications
  - Composite functions
  - Differential forms
  - Vector operators
- **Analysis I**
  - Numerical functions of a real variable:
    - Logarithmic and exponential functions
    - Reciprocal circular functions
    - Hyperbolic functions and their reciprocals.
  - Several real variables functions
    - 1st and 2nd order partial derivative
    - Schwarz theorem
    - Differential applications
    - Composite functions
    - Differential forms
    - Vector operators
- **Taylor series and limits**
- **Integration(simple and multiple)**
- **Differential equations**
  - Linear algebra I:

- **Vector space of finite dimension  $n \leq 4$**
- **Matrices**

## **6. CVE102: CIVICS, ETHICS AND LAW**

**Credits: 4, Course State: Required (R)**

- **Civics and Moral education**
  - The citizen
  - The nation
  - The state
  - Public goods – collective goods
  - Freedoms
  - Public services
  - Ethical problems
  - Ethics, rights and privileges
  - Management and ethics of the responsibility
  - Ethics and management
  - Civics
  - Deontology
  - Moral consciousness
  - The universal declaration of Human Rights
  - Good governance in public services
  - The importance of civics to the life of the nation
  - Functions of the state and its citizens
  - Deontology, Professional ethics and professionalism
  - Relationship between morality, law and ethics
  - Codes of ethics
- **Business Law**
- **Civil Law:**
  - Definition, characteristics, branches and sources of law
  - Scope of application of the law
  - Dimensions of law (objective law, Subjective law)
  - Legal organisation
  - The right of a legal personality
  - Marital status, name and address
  - Disabilities
  - Legal acts
  - Legal facts
- **Labour law:**
  - Definition of labour law, birth and evolution of labour law and sources
  - The employment contract (conclusion, implementation and breach)
  - Labour disputes (individual and collective)
  - The staff delegate, Trade Unions

- Labour accidents and occupational diseases
- Health and safety at work

## 7. IPL102: INTERGRATION TO PROFESSIONAL LIFE

**Credits: 4, Course State: Required (R)**

### ➤ **Enterprise creation**

- Characteristics of the entrepreneur
- Opportunity recognition
- Starting a business
- Business operation

### ➤ **Economics and Enterprise Organization(EEO)**

- Enterprise and typology of enterprises
  - Definition of an enterprise
  - Analysis mode
  - Enterprise as a production unit
  - Enterprise as a distribution unit
  - Enterprise as a social center
  - Classification of enterprise based on the following economics criteria
    - According to economic activities
    - According to dimension
    - According to judicial criteria
- Organizational structure of an enterprise
  - Distribution of tasks and power hierarchy
    - Distribution of tasks
    - Organizational structure
    - Departmental structure
    - Site location
    - Practical structure
  - Power hierarchy
    - Functional hierarchy
    - Staff and line hierarchy
  - Coordination and relationships in the enterprise
    - Coordination of tasks in the enterprise
    - Relationships in the enterprise
- Insertion of the enterprise into the economic web
- Basic notions on the enterprise environment
- Inter – enterprise relationship
  - Competing relationship
  - Complementary relationship
- Relationship between the enterprise and other aspects of the environment.

### ➤ **Income earning activities**

- Commercial policies (the 4p)

- Policy of the products
- Price policy
- Distribution policy
- Communication policy

➤ **Production and processing policies**

- Production policy:
  - Production on command
  - Production in series
  - Continuous production
- Processing policy
  - Studies and research office
  - Methods office
  - Office of scheduling and launching
- Various production methods (influence of technology on production)
  - Mechanization, automation and computer assisted production (CAP)
  - Quality policies (Production control)
    - At the level of production factors
    - At the level of work advancement
    - At the level of quality
  - Work organization and evolution
    - Taylorization
    - Fordism
    - The actual form of a work organization
    - Robotization, enrichment,
- Know how to undertake
  - Steps of the creator
  - Steps of the decision maker
  - Steps of the manager
- Information system and decision system
  - Importance of information and communication to an enterprise
  - Organization of an information system:
- Data bank
- Database
- Communication networks
  - contribution of information as regards information system
  - Decision processing
  - Types of decision
  - Tools that helps in decision-making
- Decision in unquestionable future
- Decision in questionable future
- Capacities and participation in the company
  - Delegation of authority

➤ **General Economics**

- Introduction
  - Classification of economic actors
  - Economic operators
  - Relationship between economic agents: economic circuits ;
  - Basic notions on national accounting: aggregates and their circuit; products, revenue, expenses.
- Consumption
  - Demographic elements
  - The needs, the level of life, way of life.
  - Individual consumption and collective consumption
  - The demands
- Production
  - Production units, the sectors and branch activities
  - Production factors and their combinations, offers concentration
- Growth and development
  - Growth
    - Definition and measures
    - Growth factors
    - Growth and notions on neighbors
  - Development
    - Definition
    - Development criteria

➤ **The payment of the international exchanges**

- The exchange
- Formation of exchange rate
- Tests of international monetary organization and its difficulties.

➤ **Decentralization of decision making**

➤ **General Accounting**

- Heritage
- Influx at an enterprise and its registration
- Balance sheet and results
- law and accounting plan
- Buying and selling
- Expenses and products
- Incidental expenses on buying and selling
- Packing supplies
- Transport
- Classical accounting system
- Balancing of accounts
- Cash regulations
- Terms regulation

- Depreciations
- Provisions
- **Projects Management**
  - Project Management Overview
  - Projects in the business environment
  - Projects Definition
  - Estimates
  - Project Planning
  - Project Execution
  - Project Monitoring & Control
  - Project Quality
  - Leadership in Projects
  - Projects' success & failure
  - Project Closure & Audit
  - Conclusions & Presentations

## **SECOND YEAR: FIRST SEMESTER**

### **1. MPA307: VIDEO EDITING**

**Credits: 6, Course State: Compulsory (C)**

- **Introduction to Video Editing**
  - Introduction
  - Definition of key concepts
  - Types of video
  - Sources of video editing inspiration
  - Introduction to video editing software
  - Presentation of some video formats common in digital photographic equipment
- **Video Editing with Adobe Premiere Pro**
  - **Intrduction to Adobe Premiere Pro**
    - Introduction
    - Start Screen
    - Premiere Pro workspace (panels)
    - Menu Bar
    - Projects Panel
    - Source Monitor
    - Timeline
    - Program Window
    - Effects Panel
    - Effects Control Panel
    - Audio Clip Mixer
  - **Timeline and Tools**
    - Timeline and sequence setting



- Video Setting
- Audio Setting
- Video Preview Setting
- Tools and Functions
- Move Tool
- Razor Tool
- The Story
- **Clip Setting and Frames**
  - Clips setting and Attributes
  - Clip Edit
  - Grouping, Linking and Nesting
  - Label
  - Speed and Duration
  - Audio Gain and Channels
  - Frame Setting and Scale
  - Clip Reveal
- **Typography and Iconography**
  - Adding Text
  - Text Customization
  - Using Icons and Logos
  - Resizing and Positioning Icons
- **The Effects Panel**
  - Audio Effects
  - Audio Transitions
  - Video Effects
  - Video Transitions
  - The Effects Control Panel
  - Video Effects
  - Motion
  - Opacity
  - Time Remapping
  - Audio Effects
  - Volume
  - Channel Volume
  - Panner
- **Key Framing**
  - Position
  - Scale
  - Rotation
  - Opacity
- **Introduction and End**
  - Media House Identity

- Presentation of Content
- Content Title
- Important Cast
- Appreciation
- End Credits
- Copyright
- **Finishing**
  - Coloring
  - Rendering
  - Exporting
- **Video Editing with Power Director**
  - Introduction to Power Director
  - How to us
  - Additional Functionalities
  - Render & Export

## 2. MPA309: CAMERA AND CAMERA OPERATION

**Credits: 6, Course State: Compulsory (C)**

- **History of art :**
  - This lesson shall concentrate on the history of art as a whole (music, painting, sculpture, drawing, etc)
- **Physical science:**
  - The camera
    - Presentation of the instrument
    - Constitution and role of the different parts(diaphragm, sensor, etc)
    - Formation of images
    - Lenses
    - Photographic objectives
    - Exposure
    - Number of openings, exposure time, brightness index IL or EV, histogram.
    - CCD/CMOS sensor: height, definition, sensitivity.
    - Depth of field
  - Colour
    - Colour perception
    - Light
    - Additive synthesis
    - Structure of the eye, role of the retina and the brain
    - Concepts on resolving power of the eye and retina persistence
    - Lighting amd metamerism: Influence of light on the perceived colour, differences on the returned colours
    - Colour measurement

- Sources of natural and artificial light(incandescent lamp, fluorescent lamp, discharged lamps, LEDs, etc)
- Transmission spectrum, and colour temperature, apparent brightness,
- Colorimeter
- Colorimetric spaces
- Management of colour in a graphic chain
- Subtractive synthesis: reproduction of images by ink jet printers, press offset
- Concept on colorimetric profile
- Calibration of the monitor
- **Image processing I:**
  - Image matrix, vector metrix
  - Colour
    - Level of gray
    - Colour
    - True colour
    - Indexed colour
- **Image reproduction modes**
  - Matrix coding
  - Vector coding
  - Curve fractal
  - Compression and compaction
  - Formats and standards
    - Matrix image format
    - Vector image format
    - Web adapt format
- **Photo studio I:**
  - Presentation and usage of digital photo equipment
  - Different types of digital photo equipment
- **Photo studio II:**
  - Presentation and usage of camera equipment
  - Different types of camera
- **Camera Shots**
- **Camera Angles**
- **Camera Movements**
- **Shot Composition**
- **Documentary research**

### 3. MPA313: WEB ANIMATION – ADOBE ANIMATE

**Credits: 6, Course State: Compulsory (C)**

- **Graphics Animation I:**
  - Introduction to Adobe Animate

- Study of the Animate interface
- Creation of Animate project and parameter setting
- Importation of multimedia files
- Basic concepts, creation of objects, object modeling, lighting, animation, and exportation
- Lines creation
- Selection and manipulation of lines
- Pallet
- **Animation**
  - Usage of tools used in creation
  - Introduction to animation in Flash
  - Advanced techniques
  - Exportation
- **Web and multimedia II :**
- **Animation: Adobe Flash:**
  - Online Advertising: the banners
    - Types of banners;
    - Formats;
    - The animation.
  - **Presentation of Flash**
    - Description of the interface;
    - Properties of a Flash document;
    - Tools and designs in Flash.
  - **The pallets: Colors, gradients,; transformations, alignments**
    - Colormixer palette;
    - Colorswatches palette;
    - Apply a gradient;
    - The tool Free Transform;
    - Info palette;
    - Transform palette;
    - Align palette.
  - **Adobe Flash: line of the time**
    - The Frame;
    - The Keyframe;
    - Types and Techniques of animation.
  - **Adobe Flash: Symbols and Instances**
    - Typology;
    - Create a Symbol;
    - Duplicate; edit a symbol;
    - Change the properties of an instance;
    - Break a instance.
  - **Adobe Flash: bitmap images**

- Import the images;
- Break the images;
- Vectorize the images.
- **Macromedia Flash: animation by interpolation**
  - Motion Tween;
  - Motion Tween and motion guide;
  - Shape tween.
- **Macromedia Flash: mask layers**
  - Creation;
  - Restriction;
  - Animation.
- **Web design: Adobe Dreamweaver:**
  - Presentation of Adobe Dreamweaver
  - Preparation of a root folder and creation of a working file
  - Use of tools: menu and options to Dreamweaver
  - Achievement of the pages of a site
  - Creation of links in a site
  - The style sheets
    - Script actions;
    - Programming of actions script;
    - Animation and scenario;
    - Interactivity.
    - Import and integration of sounds to a document.
    - Flash tabs;
    - HTML tab.

#### 4. GDP311: DRAWING

**Credits: 6, Course State: Compulsory (C)**

- **Drawing I:**
  - **Representation of a simple object in orthogonal projection**
    - Presentation of technical and artistic drawing materials
    - Usage of drawing materials
    - Representation of the different views of a real technical object
    - Representation of the intersections of the geometrical forms in orthogonal projection (plan – plan, cylinder – plan, cylinder – cylinder, cylinder – cone, cone – plan)
    - Representation of a particular or moved views of a part in orthogonal projection.
  - **Representation of a simple object in oblique projection**
    - Representation of an object in oblique projection (propect)
    - Representation of a simple object defined by its views in propect.
    - Representation of a simpl piece in oblque cut section

- **Drawing of a proportioned object**
  - Setting in situation
  - Techniques of representing symmetrical objects
  - Techniques in representing a supposed transparent object
- **Drawing of the views**
  - Representing a view
  - Representing the different views
  - Techniques of developing the face view
  - Common types of views
- **Reproduction of a portrait or a landscape**
  - Setting in situation
  - Preparation of models to be reproduced
  - Preparation of a drawing sheet and the detail grid
  - Reproduction of the portrait of the landscape

➤ **Drawing II:**

- **Reproduce an object, a portrait or a layout**
  - Setting the situation
  - Preparation the model to be reproduced
  - Preparing the drawing sheet and the grid
  - Reproducing the portrait or layout
- **Drawing according to the nature of an artistic expression**
  - Interpretation of the artistic expression (object, portrait, layout)
  - Study of the elements of artistic art
  - Execution of an artistic expression
- **Construction of a figurine**
  - Interpretation of Figurine proportions
  - Identification of the Different parts of a figurine
  - Representation of Construction techniques of figurines movement
  - Representation of Construction techniques of the hands and arms of a figurine
  - Representation of Construction techniques of the legs and feet of a figurine
  - Representation of Construction techniques of the sketch and attitudinal of a figurine
  - Representation of a real model
- **Bring out the nuance of an artistic expression in gouache or the color pencil**
  - Representation of simple volumes in gouache
  - Representation of the rendering of the different materials and texture(vegetable, organic, wood, rubber, etc)
  - Representation of the shadow and light
  - Reproduce and artistic drawing using colour pencils of water color

- Draw to scale the different views of a plan using water color or colour pencils
- **Give artistic expressions using a graphic software (Artweater, Art rage, Illustrator or Inkscape)**
  - Launch the software to be exploited
  - Select the Software tools
  - Exploration of the files of the menu, format control, posting orders, the tracing, the objects (properties and transformation), the routes of the graphic software, the menu effects. work orders with the nodes and the objects
  - Representation of the objects, animals, landscape, or the persons with artistic software

## **5. MEC305: ADVANCED WRITING AND RESEARCH**

### **Credits: 6, Course State: Compulsory (C)**

- Introduction to Advanced Writing and Research
- Research Methods
- Writing an Academic Paper
- Writing Articles
- Writing Academic Books
- Audience Research
- Data Collection
- Data Collection Instrument Design
- Data Analysis with SPSS
- **The research:**
  - **Research Methodology**
    - Define a search field and a subject;
    - Define the object of study;
    - Chronological delimitation, geographical, typological;
    - The Problem and research questions; research hypotheses; Objectives of the research.
  - **Steps of the research**
    - Collection of data: Internet, documentation centers, field;
    - Processing of data in the laboratory.

## **6. MEC313: DESKTOP PUBLISHING I**

### **Credits: 6, Course State: Compulsory (C)**

- Introduction to Desktop Publishing
- Typography and Design
- Classification of Types
- Anatomy of Types
- Printing Technology
- Paper & Binding

- Contemporary Publishing
- Publishing Contracts
- Editorial Process
- Legal & Ethical issues

## SECOND YEAR: SECOND SEMESTER

### 1. GDP308: COMPUTER-ASSISTED PUBLICATION

**Credits: 6, Course State: Compulsory (C)**

➤ **General Introduction:**

- Technical environment and the tools of computer aided presentation
- Image processing with photoshop
- Page setting with InDesign
- Publication and editing of documents in PostScript PDF universal format using adobe acrobat
- Techniques of work exposure

➤ **Introduction to Indesign:**

- General information on the software Indesign
- Presentation of the software Indesign
  - Creation of a file/project;
  - Presentation of the interface;
  - Study of different types of document (double, single, booklet, simplex/duplex)
- Study and use of the main tools of Indesign
  - The selection tools;
  - The tools blocks (textes, images);
  - The drawing tools (pen, rectangle, polygon, circle).
- Study and use of the main pallets of Indesign
  - The functions and use of the palette page;
  - The functions and use of color palettes, gradient, qualify;
  - The functions and use of pallets Paragraph, character.
- Realization and taxation of graphic media 2-sided
  - Flyers;
  - Pamphlets;
  - Visit cards; Etc.

➤ **Introduction to Quark Xpress:**

- General information on the xpress software
- Presentation of the xpress software
- Creation of a file/project;
- Presentation of the interface;
- Study of different types of document (double, single, booklet, simplex/duplex)
- Study and use of the main pallets to Xpress



- The selection tools;
- The tools blocks (textes, images);
- The drawing tools (pen, rectangle, polygon, circle).
- Study and use of the main pallets to Xpress
- The functions and use of pallets property page, page layout;
- The functions and use of color palettes, gradient, qualify;
- The functions and use of pallets Paragraph, character.
- Realization and taxation of graphic media 2-sided
  - Fliers;
  - Pamphlets;
  - Visit cards; Etc.
- Publication assisted by computer II (PAO II) :
- Development of Indesign:
  - The creation of a working folder for any project
    - Importance;
    - Method of creation;
    - The content of the working folder for a project Indesign (images, processed images, PDF document, Word, PNG, document Indesign, Photoshop, Illustrator, etc.).
  - Revision On the basis of Indesign
    - The main tools;
    - The main pallets.
  - How to create and manage a template/mock-up to Indesign?
    - Create a template/model;
    - Apply a template/model
    - Modify a template/model
  - How to create, save and apply the styles of the text styles to Indesign?
  - How to create and update a table of contents to Indesign?
  - Practical cases
  - How to dial a document to Indesign?
  - How to impose a document of several pages in booklet ?
  - How to make a book in book mode
    - Prepare the parts of the book;
    - Synchronier;
    - Publish.
- **Development of Quark Xpress:**
  - The creation of a working folder for any project
    - Importance;
    - Method of creation;
    - The content of the working folder for a project Quark Xpress (images, processed images, PDF document, Word, PNG, document Indesign, Photoshop, Illustrator, etc.).

- Revision on the bases of Quark Xpress
  - The main tools; - the main pallets.
- How to create and manage a template/mock-up to Quark Xpress?
  - Create a template/model;
  - Apply a template/model
  - Modify a template/model
- How to create, save and apply the styles of the text styles to Quark Xpress?
- How to create and update a table of contents to Quark Xpress?
- Practical cases
- How to dial a document to Quark Xpress?
- How to impose a document of several pages in booklet ?

## 2. MPA314: GRAPHIC ANIMATION (2D, 3D, 4D)

**Credits: 6, Course State: Compulsory (C)**

### ➤ **Editing of test models:**

- Study of the creation of the character types
- Different types of character types
- Relizing the editing of test models
- History of penmanship art

### ➤ **TGA**

#### • **Drawing of an artistic expression**

- Interpretation of an artistic expression (object, portrait, landscape)
- Preparation of materials to be used
- Study of artistic art
- Execution techniques of anartistic expression

#### • **Drop shadow and light tools in artistic drawing**

- Utility of drop shadow and light of an artistic drawing
- Valorization techniques
- Presentation of the drop shadow and light
- Sinking of artistic drawing

#### • **Construction of figurine**

- Figurine proportions
- Different parts of a figurine
- Construction techniques of figurines movement
- Construction techniques of the hands and arms of a figurine
- Construction techniques of the legs and feet of a figurine
- Construction techniques of the sketch and attitudinal of a figurine

#### • **Usage techniques of gouache**

Presentation of the gouache

- Constitution of gouache
- Selection of materials for gouache
- Composition techniques for gouache

- Execution techniques of text
- **Give artistic expressions using a graphic software(Artweater, Art rage, Illustrator or Inkscape)**
  - Presentation of the software interface
  - Software explorer tools
  - Exploration of the files of the menu
  - Exploration of format control
  - Exploration of posting orders
  - Exploration of the tracing
  - Exploration of objects(properties and transformation
  - Exploration of the routes of the graphic software
  - Exploration of the menu effects
  - Exploration of the work orders with the nodes and the objects
  - Representation of the objects, animals, landscape, or the persons with artistic software
- **Animation Workshop:**
  - Workshop on enterprise creation and products
- Basic concepts
- Installation of 4D cinema software
- Discovery of the interface
- Creation of an object
- The texture and lighting
- 3D object animation
- 2D Object Animation
- **Workshop 3D I:**
  - Introduction 3D Max
    - General presentation of 3D Max;
    - First of scene (create a scene, add 3D objects, adjustment of views and recording...);
    - Rendering (rendering window, panel 'Environment);
    - The views ;
    - Change the 3D objects (move, rotate and scaler your objects);
    - Application of a modifier;
    - Modeling of an object: the case of a table (Create the base object, modeling and rendering of a scene...);
    - Initiation to the texturing and concrete application (Basic concepts and materials editor, import your textures, parameter of a standard slot,
    - application of textures, modification of UV coordinates, UVW map);
    - 3D animation with 3dmax
    - Achievement of a advertising project in 3D.
- **Workshop II 3D:**
- **Deepening of 3D Max**

- **Add objects to your scene**
  - Plane: Add a ground;
  - Creation;
  - Texturing;
  - Lathe: Create a glass; Creation of a glass;
- **Initiation to the light and application**
  - Different types of lights;
  - Parameters of the Omni;
- **Application of photo effects reality.**

### 3. WSD380: INTERNSHIP

#### **Credits: 6, Course State: Compulsory (C)**

- 8 Weeks Internship
- **Methodology for drafting the report of internship:**
  - The collection of information
  - How to make a report
  - The plan of the probationary report and the Executive Summary
  - The Table of Contents
  - The introduction of the report of internship
  - The conclusion of the Internship report
  - The Acknowledgments
  - How to build the annexs
  - When to start his internship report
  - How to find a subject of Internship report
  - The cover page
  - How to write effectively
  - Form and presentation (coverage, MSDS, summary, bibliography, glossary, index of figures, tables and illustrations)
  - Instructions and typographical rules of presentation (police, spacing, titles, highlighted, punctuation, graphic charter)
  - How to prepare the defense

### 4. WSD390: ACADEMIC PROJECT

#### **Credits: 12, Course State: Compulsory (C)**

- **Personal Practical Project (70%)**
- **Written Project (Project Report) (30%)**
- **Professional Project I :**
- **Process of Creating graphic:**
  - Meeting client;
  - Reformulation of the objectives;
  - Analysis;
  - Search for ideas;

- Refinement of ideas;
- Model;
- Technical production.
- **Draft of the advertising media:**
  - Posters; - Leaflets/flyers;
  - Calendars.
- **Professional Project II:**
  - **Draft of books**
    - Coverage;
      - layout;
      - Mounting.
  - **Project web sites**
    - Banners;
    - Sounds and animation;
      - Interactivity.

# HND GRAPHIC DESIGN COURSES

## FIRST YEAR: FIRST SEMESTER

SN	COURSE CODE	STATE	CREDIT VALUE	COURSE TITLE
01	GDP201	C	6	Introduction to Arts
02	GDP203	C	6	Adobe Photoshop
03	GDP211	C	6	Graphic and Multimedia Design
04	WSD201	C	6	HTML/CSS
05	MEC201	C	6	Communication Fundamentals
06	FRE101	R	2	Basic French Language I
07	ENG101	R	2	Basic English Language I
08	DIL101	R	4	Digital Literacy
<b>Total Credits:38</b>				

## FIRST YEAR: SECOND SEMESTER

SN	COURSE CODE	STATE	CREDIT VALUE	COURSE TITLE
01	OAS202	C	6	Microsoft Publisher
02	WSD204	C	6	Content Management System (WordPress)
03	GDP206	C	6	Graphic Illustration – Adobe Illustrator
04	MEC212	C	6	Public Relations and Advertising Production
05	WSD240	C	6	Engineering Mathematics I
06	CVE102	R	4	Civics, Ethics and Law
07	IPL102	R	4	Integration to Professional Life
<b>Total Credits: 38</b>				

## SECOND YEAR: FIRST SEMESTER

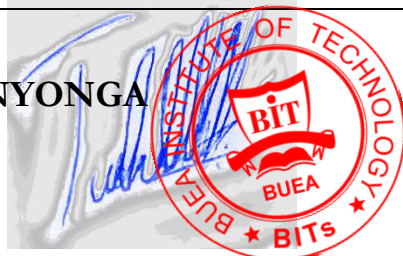
SN	COURSE CODE	STATE	CREDIT VALUE	COURSE TITLE
01	MPA307	C	6	Video Editing
02	MPA309	C	6	Camera and Camera Operation
03	MPA313	C	6	Web Animation – Adobe Animate
04	GDP311	C	6	Drawing
05	MEC305	C	6	Advanced Writing And Research
06	MEC313	C	6	Desktop Publishing I
<b>Total Credits: 36</b>				

## SECOND YEAR: SECOND SEMESTER

SN	COURSE CODE	STATE	C. VALUE	COURSE TITLE
01	GDP308	C	6	Computer-Assisted Publication
02	MPA314	C	6	Graphic Animation (2D, 3D, 4D)
03	MEC314	C	6	Desktop Publishing II
04	WSD380	C	6	Internship
05	WSD390	C	12	Academic Project II
<b>Total Credits: 36</b>				

**General Credits to be Obtained: 148**

**TEGHEN Clovis MONYONGA**  
Dean of Studies



Date: Monday, July 17<sup>th</sup> 2023