



Course Description Form: Graphic Design

37. Course name:		
Graphic Design		
38. Course code:		
gddm		
39. Semester / Year:		
2026- 2027		
40. Date of preparation of this description:		
15/10/2026		
41. Available forms of attendance:		
In-person + online (when needed)		
42. Total number of study hours / total number of units:		
3 hours / 3 units		
43. Name of course coordinator		
Name: Assist. Lecturer Mustafa Razzaq Kazem Email: mustafa.razzaq@uowa.edu.iq		
44. Course objectives		
A1. Introducing students to the concept of digital advertising and its origin and historical development within the modern communication environment ✓ A2. Distinguishing the fundamental differences between digital advertising and traditional advertising in terms of means, cost, audience, and measurement mechanisms ✓ A3. Explaining the components of digital advertising (idea, message, target audience, medium) and analyzing its communicative structure ✓ A4. Familiarity with the various digital advertising tools such as social media platforms, search engines, interactive advertisements, and digital performance measurement mechanisms (KPIs) ✓ B1. Analyzing digital advertisements according to scientific foundations including the advertising message, target audience, and persuasion strategies ✓ B2. Using digital platforms in designing and publishing appropriate advertising content ✓	Objective s of the course subject	
45. Teaching and learning strategies		
.Theoretical lectures supported by applied examples ✓ .Class discussions and analysis of real case studies ✓ .Applied projects (reports and short research papers) ✓ .Training in using quantitative methods for forecasting and decision-making ✓ .E-learning through digital resources and educational videos ✓	Strategy	
46. 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 origin 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	The concept of 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
Assignment	Lecture + exercise	Elements of graphic design	Detailed explanation of the basic design elements such as point, line, shape, color, space, texture, and direction, with a statement of the role of each element in building the advertising design work	3	5
		Practical	Practical	2	6
Assignment	Lecture + training	Foundations and principles of design	Addresses 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
Assignment	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 effect on the recipient and consumer behavior	3	10
			Practical	2	11
Assignment	Lecture + case study	Fonts and typography	Addresses the concept of the font, its types, its characteristics, the rules for using it in digital advertising, the relationship between font and image, and the effect of typography on the clarity and communicative strength of the message	3	12
		Practical	Practical	2	13
Class participation	Review + exercises	Image and illustrations in advertising design	Explains the role of the photograph and illustrations, the principles of selecting images, digital image processing, and their role in building meaning and persuasion in advertising	3	14
		Practical	Practical	2	15
			Second-month exam		16

Assignment	Lecture + participation	Composition and artistic layout	Focuses on the foundations 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 quiz	Lecture + exercise	Visual identity and the brand	Addresses the concept of visual identity, its elements (logo, colors, fonts), and the role of graphic design in building the brand and consolidating its mental image	3	19
		Practical	Practical	2	20
	Lecture + training	Graphic design for digital advertising on digital platforms	Explains the specificity of design for digital advertisements, designing content for social media platforms, interactive advertisements, and the design requirements for various digital media	3	21
		Practical	Practical	2	22
Assignment	Lecture + discussion	Graphic design programs	Introduces the most important design programs used in digital advertising such as: Adobe Photoshop – Illustrator – InDesign, with clarification of the fields of use of each program	3	23
		Practical	Practical	2	24
			First-month 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, the 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 foundations 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-month exam		

47. Course evaluation

Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc.

Preparation and class participation: 10 marks ط.

Monthly test: 30 marks ي.

Final exam: 60 marks ك.

Total = 100 marks ل.

48. Learning and teaching resources

A Study on Graphic Design by Prof. Dr. Ahmed Gamal Eid
Mohsen Printing House

Required textbooks

Egypt, 2014 Deposit number 2014/26932 National Library and Archives (Dar al-Kutub wal-Watha'iq al-Qawmiyya) - Egypt	
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
Scientific journals and research on graphic design and digital advertising	Electronic references, internet websites