

SPECIALIZATION COMPUTER GRAPHICS AND DESIGN

THE SPECIALIZATION COMPUTER GRAPHICS AND DESIGN INCLUDES:

THE BLOCK OF TWO-DIMENSIONAL GRAPHICS AND MARKETING

- **Graphics Editor Adobe Photoshop**
Professional processing of photos and bitmap images, touching up and creating of collages.
- **Graphics Editor Adobe Illustrator**
Creating of vector images and creative bitmap-vector compositions.
- **Drawing**
Theoretical and practical skills of image creation, basic principles of anatomy and human picture.
- **Theory of Art**
Review of the most important stages of the development of art, modern design styles and their historical background.
- **Digital Photography**
Composition, coloristic, perceptual psychology and their implementation upon development of design patterns.
- **Corporate Identity and Branding**
Principles of LOGO corporate style creation.
- **Advertisement Design**
Principles of creation of advertisement products together with the effective presentation of advertisement information.
- **Typographic**
Tradition of typing text arrangement, ergonomics and style of printing products creation.
- **Publishing System Adobe InDesign**
The latest publishing system by Adobe for preparing printing and electronic publications.
- **Prepress**
Technological peculiarities of typographic and operative printing. Layout preparation for printing and eliminating the possibility of problems.

THE BLOCK OF WEB-DISCIPLINES

- **Creation of static Web-pages using HTML5 and CSS3**
Two main standard languages for creation of web-pages.
- **Usability and ergonomics of Web-pages**
Theoretical aspects of creation of suitable and attractive web-sites oriented on the user convenience.
- **Content Management Systems for web-sites**
Automatic ways of dynamic web-sites creation using CMS Wordpress and Joomla.

• **Search Optimization and web-marketing**
Theoretical and practical aspects of search optimization, promotion and monetizing of web-sites.

• **Interactive Animation in Adobe Flash**
Creation of video clips and animated interfaces using Adobe Flash technologies.

BLOCK OF 3D GRAPHICS

- **Autodesk 3ds Max 3d modeling**
Basic knowledge of 3D graphics application and work in Autodesk 3ds Max.
- **Autodesk 3ds Max. Materials and Texturing**
Creation of realistic materials and textures for 3D objects.
- **Autodesk 3ds Max Modeling of Complex Objects**
Advanced technologies for creation of 3D objects using polygonal and spline modeling.
- **Autodesk 3ds Max. Photorealistic Lightning and Visualization**
Professional methods of lightning and visualization of 3D scenes and objects using mental ray and V-Ray.
- **Interior Design**
Design and realistic visualization of home and office premises.
- **Autodesk AutoCAD**
Introduction to engineering and work with the drafts.

BLOCK OF 3D ANIMATION AND VIDEO

- **Autodesk Maya 3D. Modeling and Visualization**
Basic methods of modeling and visualization in Autodesk Maya.
- **Autodesk Maya 3D. Animation and Effect Creation**
Methods of work with animation, particles and creation of 3D visual effects.
- **Autodesk Maya 3D. Character Animation**
Professional techniques of character creation and animation, principles of skeletal animation, 3D animated cartoon.
- **Non-linear Editing in Premier**
Methods of professional video editing and video processing.
- **Creation of Effects in Adobe AfterEffects**
Post-editing of 3D graphics, creation of visual effects in video.
- **Sound Processing**
Professional techniques of sound processing, non-linear editing of sound effects and video sounding.

AFTER FINISHING THE STUDY ON THE SPECIALIZATION «COMPUTER GRAPHICS AND DESIGN» **YOU WILL BE ABLE:**

- >To implement the full process of corporate style creation starting from concept development
- ✓ to guidelines and brandbook preparation, including development of corporate style, corporate design elements and corporate characters.
- >To create model of signboards, posters, advertisement boards and other inside and outside advertisement elements using two-dimension and 3D graphics including visualization of future advertisements products in real mode.
- ✓ To be skilled at professional photography using digital technologies including post-processing and touch up of the photos; to create high-resolution portraits, scenery and panoramic pictures; to exercise night photography and macrophotography; to create photo collages.
- ✓ To create models of printing materials: newspapers, magazines, books, advertisement printing products including publications prepress.
- ✓ To design and create static and dynamic web-sites in Internet from the easiest business card website to web-portals and internet-shops.
- ✓ Implement promotion and monetization technologies.
- ✓ To create interactive website elements, dynamic menu and management tools; to insert video fragments into web-page using Adobe Flash technology.
- ✓ To create and process video clips, compile and synchronize video materials with the sound; to manage technical process of sounding the records.
- ✓ To create realistic 3D images using the latest professional technologies of modeling and visualization.
- ✓ To design interiors and exteriors of accommodations and buildings; realistically visualize their appropriateness in real local surroundings.
- ✓ To create computer cartoons using two-dimension or 3D animation and professional visual effects.

Affiliates of Computer Academy Shag are authorized centers of Autodesk Company which is the leader in computer graphics industry. This course is given by certified professionals in the field of computer graphics, design and web-technologies. Advertisement Agencies, marketing and advertisement departments, publishing companies, printshops, design-studios, web-studios always need such specialists. Either in a big company or individually you can work as a graphics designer, illustrator, web-designer, web-coder, web-site optimizer or Flash-animator. You can become a 3D designer, interior designer, 3D animator or do video editing on the TV or production studio.