



Course card

Course title	Graphic design		
Semester (winter/summer)	winter/summer	ECTS	4
Lecturer(s)	Daria Malicka, PhD; Katarzyna Wojdyła, PhD; Marcin Klag, PhD		
Department	Institute of Art & Design		

Course objectives (learning outcomes)

The aim of the course is to prepare you for creative design work in the field of 2D design, by improving your design and workshop skills and developing your creative competence. The course also allows to expand theoretical knowledge in the student's chosen area.

The aim of the course is to (elective):

- learning and consolidation of the principles of designing press publications and book publications (combining text and illustration, aesthetic page design, preparing publications for print with the implementation in the form of a mock-up of the finished publishing product);
- learning the principles of visual identity design (logos, albums, games, packaging);
- learning to design posters (single and series);
- designing educational processes and their graphic elements;
- learning and consolidating the skills of shaping the basic elements influencing the strength of the visual message, based on graphic means of expression and imagery and contemporary design tools.

Prerequisites

Knowledge	Advanced knowledge of artistic problems and the development of artistic tasks within the level of MA studies.
Skills	The course content is individually tailored to each student depending on their research topic and level. The level of sophistication is adapted to the student's level. It is possible to take the course from scratch or as a continuation of participation from previous semesters of study.
Courses completed	

Course organization

Form of classes	W (Lecture)	Group type					
		A (large group)	K (small group)	L (Lab Atelier)	S (Seminar)	P (Project)	E (Exam)
Contact hours				50			



Teaching methods:

Graphic design course with elements of editorial graphics component, based on design tasks of a varied nature. Classes conducted in the form of individual corrections of students' works in accordance with their chosen leading subject area; also created for the purpose of the diploma thesis.

- an introduction to basic artistic techniques in the form of individual conversations,
- formulation of an artistic problem of each individual student and working out a method of realisation
- implementation of the project in and outside the studios
- individual realisation of works within the framework of assigned themes
- individual and group discussion of the works

Assessment criteria

- attendance in class
- completion of work on assigned topics
- progress made during the semester
- appropriateness of the use of resources in relation to the subject undertaken

Course content (topic list)

Choice of project form according to student preference, including / content:

- design of press/album publications on selected formats (text editing, analogue and computer drafting methods);
- design of book publications on selected format (illustrated and typographic book);
- design of small publishing forms;
- graphic sign: form, identification, message;
- visual message: means, content structure, visual identification;
- typography: typefaces, layout, composition;
- Poster: graphic composition on format, content development, function;
- printed matter: press advertisement, flyer, folder, catalogue;
- book: cover, layout, composition rules, content structure;
- pictorial language: vector graphics, bitmap graphics, drawing, workshop media;
- reproduction: print, colour, materials, media, documentation;
- Classics of design: trends, tendencies, authors, works;
- current trends in design;
- design methodology: stages of work, individual work;

Compulsory reading

G. Ambrose, P. Harris, *Image*, AVA London, 2005

Recommended reading

The recommended supporting literature is directly related to the topics of the tasks carried out.

Assessment methods:

	E – learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
			X		X	X		X					X