

# Projektowanie graficzne - opis przedmiotu

| Informacje ogólne   |                                         |
|---------------------|-----------------------------------------|
| Nazwa przedmiotu    | Projektowanie graficzne                 |
| Kod przedmiotu      | 03.1-WA-D-ProjGraf-S18                  |
| Wydział             | <a href="#">Wydział Artystyczny</a>     |
| Kierunek            | WA - oferta ERASMUS / sztuki plastyczne |
| Profil              | -                                       |
| Rodzaj studiów      | Program Erasmus drugiego stopnia        |
| Semestr rozpoczęcia | semestr zimowy 2020/2021                |

| Informacje o przedmiocie        |                                                                |
|---------------------------------|----------------------------------------------------------------|
| Semestr                         | 2                                                              |
| Liczba punktów ECTS do zdobycia | 6                                                              |
| Typ przedmiotu                  | obowiązkowy                                                    |
| Język nauczania                 | polski                                                         |
| Sylabus opracował               | <ul style="list-style-type: none"><li>dr Piotr Czech</li></ul> |

| Formy zajęć |                                         |                                        |                                            |                                           |                     |
|-------------|-----------------------------------------|----------------------------------------|--------------------------------------------|-------------------------------------------|---------------------|
| Forma zajęć | Liczba godzin w semestrze (stacjonarne) | Liczba godzin w tygodniu (stacjonarne) | Liczba godzin w semestrze (niestacjonarne) | Liczba godzin w tygodniu (niestacjonarne) | Forma zaliczenia    |
| Ćwiczenia   | 30                                      | 2                                      | -                                          | -                                         | Zaliczenie na ocenę |

## Cel przedmiotu

By the end of the course the students will be able to independently create graphic design and compose visual information. The students will be able to synthesise text and image as crucial elements of visual information and apply the rules of typography in their compositions.

## Wymagania wstępne

The student should be able to express ideas through graphic design (typography, composition, drawing, knowledge of colours). The student should have an advanced knowledge and skills an ability to use graphic programmes Adobe Creative Clouds (Photoshop, Illustrator, InDesign) applied in vector graphics, text editing, and work with bitmaps. The student should also demonstrate an awareness of printing techniques and technology of print. The students should be able to compose a text and picture and should know the different design forms like poster, logo, typography, layout, etc, with the differences between the graphics for print and for the Web.

## Zakres tematyczny

The important for students is the awareness of the concept of the poster, which is a message, a "shortcut of thought" and a way to express ideas, opinions and a specific worldview. Gaining the skills of various forms of poster preparation: for commercial use, culture, social or individual artistic creation. Creating the ability to synthesize in the poster "the element of surprise" and association. Developing practical skills of formulating and expressing content in illustrations in various areas of use (artistic illustration or for commercial publication). Orientation in new trends related to the poster and illustration. Packaging design, high-level graphics to shape and strive for consistency and readability of individual elements. Obtaining a high artistic level in the design of both posters and illustrations, which considers the individual predispositions of students. Awareness of the used sign, typography and colour in composing. Creation of individual attitudes in this area is aimed at obtaining the most interesting effects in the student's artistic creation and extending his aesthetic sensitivity as well as the ability of independent and effective implementation of graphic designs.

## Metody kształcenia

Exercises are based on consultations initiated by sketching concepts (manual) to ready projects (topics to choose from - program content) realized by graphics software in a computer lab. Individual consultations allow you to develop appropriate and independent design decisions. Students also prepare materials and work independently outside the studio. Classes are supported by visual materials, demonstrations and short lectures on contemporary issues of visual identification and communication, references to web sources and discussions in this area. Students are required to become acquainted with current proposals in the field of magazines and literature and websites. The students also have access and make use of to the University's virtual learning network.

## Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

| Opis efektu                                                                                                                                                                                      | Symbole efektów | Metody weryfikacji                                                                        | Forma zajęć                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| The student is able to choose and apply artistic means of expression to meet the requirements of the syllabus. The student understands the relationships between text and form of a composition. |                 | <ul style="list-style-type: none"><li>aktywność w trakcie zajęć</li><li>projekt</li></ul> | <ul style="list-style-type: none"><li>Ćwiczenia</li></ul> |
| The student has a knowledge of means of expression and workshop skills in graphic design.                                                                                                        |                 | <ul style="list-style-type: none"><li>aktywność w trakcie zajęć</li><li>projekt</li></ul> | <ul style="list-style-type: none"><li>Ćwiczenia</li></ul> |

| Opis efektu                                                                                                                 | Symbol efektywnościMetody weryfikacji                                                                                | Forma zajęć                                                   |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| The student uses their own knowledge, intuition and imagination and knowledge to create their own compositions.             | <ul style="list-style-type: none"> <li>• aktywność w trakcie zajęć</li> <li>• projekt</li> </ul>                     | <ul style="list-style-type: none"> <li>• Ćwiczenia</li> </ul> |
| The student is able to adapt to changing circumstances during their composition.                                            | <ul style="list-style-type: none"> <li>• aktywność w trakcie zajęć</li> <li>• projekt</li> </ul>                     | <ul style="list-style-type: none"> <li>• Ćwiczenia</li> </ul> |
| The student is able to use creative thinking and artistic composition in problem solutions.                                 | <ul style="list-style-type: none"> <li>• aktywność w trakcie zajęć</li> <li>• dyskusja</li> <li>• projekt</li> </ul> | <ul style="list-style-type: none"> <li>• Ćwiczenia</li> </ul> |
| The student can demonstrate an awareness of the problems connected with technologies and media of given disciplines of art. | <ul style="list-style-type: none"> <li>• aktywność w trakcie zajęć</li> <li>• dyskusja</li> <li>• projekt</li> </ul> | <ul style="list-style-type: none"> <li>• Ćwiczenia</li> </ul> |
| The student develops their own individual style of artistic expression                                                      | <ul style="list-style-type: none"> <li>• aktywność w trakcie zajęć</li> <li>• projekt</li> </ul>                     | <ul style="list-style-type: none"> <li>• Ćwiczenia</li> </ul> |

## Warunki zaliczenia

Each student receives individual feedback. Special emphasis is placed on independence, creativity, involvement and cooperation with the tutor. The students are expected to be able to demonstrate their criticality in a graphic and verbal form. The students will be required to submit a portfolio in accordance with the course regulations.

## Literatura podstawowa

1. Airey David, Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition, 2015
2. Evamy Michael, Logo: The Reference Guide to Symbols and Logotypes, 2015
3. Frutiger Adrian, Signs and Symbols: Their Design and Meaning, 1998
4. Folga-Januszewska Dorota, Ach! Film Posters in Poland, 2013
5. Folga-Januszewska Dorota, Kurpiak Maria, Art of Polish Poster, 2018
6. Heller Steven, Ilić Mirko, Icons of Graphic Design (Second Edition), 2008
7. Lucas Dorian, Graphic Design, 2014Bringinghurst Robert, The Elements of Typographic Style, 2002
8. Lupton Ellen, Thinking with Type, 2nd revised and expanded edition, 2010
9. Newark Quentin, What Is Graphic Design? (Essential Design Handbooks), 2007
10. Wheeler Alina, Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition, 2012
11. Mrowczyk Jacek, Warda Michał, Projektowanie graficzne w Polsce, Wydawnictwo Karakter, Kraków 2010 (in Polish)

## Literatura uzupełniająca

<https://pracownia201.pl> (Graphic Design Studio); <http://www.postermuseum.pl/en/>

<http://www.poster.com.pl/pl/poster-artist.htm>; <https://www.behance.net/galleries/2/Graphic-Design>; <https://ilovetypography.com>; <http://welovetypography.com/>

<http://www.debutart.com/#/illustration>; <https://www.creativebloq.com>

## Uwagi

Zmodyfikowane przez dr Piotr Czech (ostatnia modyfikacja: 27-04-2020 19:12)

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