Graphics design - course description

General information

Course name	Graphics design
Course ID	03.1-WA-P-ProjGra-S18
Faculty	Faculty of Arts
Field of study	WA - oferta ERASMUS / Humanities and Arts, Fine Arts
Education profile	-
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2018/2019

Course information

Semester	1
ECTS credits to win	6
Course type	obligatory
Teaching language	polish
Author of syllabus	• dr Piotr Czech

Classes forms

The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Class	30	2	-	-	Credit with grade

Aim of the course

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.

Prerequisites

The student should be able to through basic of graphic design (typography, composition, drawing, knowledge of colours). The student should have a basics knowledge and skills 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. The students should be able to compose a text and picture and should know the different designs forms, with the differences between the graphics for print and for the Web.

Scope

During the course students create logo designs and some elements of brand and corporate identities. They design some communication sign and pictogram systems. Students also to design posters: for culture (theatre, film, music), social, political, advertising and other, using various typographic ideas and illustration methods. During the course students learn about principles of book illustration, with emphasis on personal art creation. The choice between using the computer graphic programs and the hand-made techniques is possible. The students work both individually and in a group.

Teaching methods

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.

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
The student has a knowledge of means of expression and workshop skills in graphic design.		• a project • activity during the classes	• Class
The student can demonstrate an awareness of the problems connected with technologies and media of given disciplines of art.		• a discussion • a project • activity during the classes	• Class
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.		• a project • activity during the classes	• Class
The student uses their own knowledge, intuition and imagination and knowledge to create their own compositions.		• a project • activity during the classes	• Class

Outcome description	Outcomesymbols	Methods of verification	The class form
The student develops their own individual style of artistic expression		• a project • activity during the classes	• Class
The student is able to adapt to changing circumstances during their composition.		• a project • activity during the classes	• Class
The student is able to use creative thinking and artistic composition in problem solutions.		• a discussion • a project • activity during the classes	• Class

Assignment conditions

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.

Recommended reading

1. Airey David, Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition, 2015

2. Bierut Michael, How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World, 2015

3. Bringhurst Robert,The Elements of Typographic Style, 2002

4. Evamy Michael, Logo: The Reference Guide to Symbols and Logotypes, 2015

5. Frutiger Adrian, Signs and Symbols: Their Design and Meaning, 1998

6. Lupton Ellen, Thinking with Type, 2nd revised and expanded edition, 2010

7. Newark Quentin, What Is Graphic Design? (Essential Design Handbooks), 2007

8. Twemlow Alice, What Is Graphic Design For? (Essential Design Handbooks), 2006

9. Wheeler Alina, Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition, 2012

10. Mrowczyk Jacek, Warda Michał, Projektowanie graficzne w Polsce, Wydawnictwo Karakter, Kraków 2010 (in Polish)

Further reading

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

Notes

Modified by dr Patrycja Wilczek-Sterna (last modification: 28-03-2018 13:42)