

DESCRIPTION AND SYLLABUS

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| Name of the subject in Hungarian: | Graphic Design Studies 1. |
| Name of the subject in English: | Graphic Design Studies I. |
| Credit value of the subject: | 5 |
| The code of the subject in the electronic study system: | BN-GRDES1-05-GY |
| Classification of the subject: | Obligatory |
| Language of instruction (in case of non-Hungarian courses): | English |
| Institute or department responsible for the subject: | - |
| Course type and number of contact hours: | Practical, class per week: 4, class per semester: 0 |
| Mode of study: (Full-time / Part-time): | Full-time training |
| The semester in which the subject is open for registration: | 2022/2023 1st semester |
| Prerequisite(s): | - |

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

During the designing courses, the students get familiar with the different exercises of creative thinking (especially manual techniques) learn the basics of the editing software, the logic of the graphic interfaces, structure, and opportunities.

To show personal artistic involvement, the concept will be built up in the design task in such a way that the individual world of manual techniques, illustrative uniqueness and digital interpretation form a harmonious whole. In this, we adapt solutions to each individual's personality and previous technical experience, either building on them or enriching students' knowledge with new experiments.

SUMMARY OF THE CONTENT OF THE SUBJECT

Graphic Design Studies 1. is a course for initiative visual communication concept in this semester. The aim of the course is the development of individual skills and style of students. They will receive individual and group tasks during the consultation period. It is important to develop and apply specifically to their own graphical style, and it can enable them to find other cognitive and visual structure during the planning period. This duality can create new opportunities for solution.

Tasks:

- create self Ex Libris stamp
- realtime 8 pages handmade brochures, collages technique
- creat Self brochure, 16 pages, handmade technique

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The aim of the course is to provide students with the understanding of visual communication practices in the different fields of graphic and typographic design. Within the framework of the course through practical assignments, students can experience and learn the communication strategy, the structure of the visual concept, global design, creation of image identity. Full presentation of a task consist of collecting material, sketches, design, building a mock-up and full documentation of the project. All phases of creative work of students is monitored by continuous consultations.

EVALUATION OF THE SUBJECT:

Method of course evaluation in case of practical subject:

- Presentation and
- Tasks to be submitted by the deadline

The Classification Criteria:

- Classroom activity, presence, consultation
- Quality of the designed materials, level of thoughtfulness and harmony among the elements
- Level of independent work, pursuit towards innovation and hard work
- The content of the presentations, documentation and the quality of the weekly pitches

- On time completion of the current tasks

Grades:

- 91-100%: perfect
- 76-90%: good
- 61-75%: medium
- 51-65%: sufficient
- 0-50%: insufficient

Grading components:

- Design and construction quality (30%)
- Quality of ideas and research (20%)
- Creativity, critical thinking and individual solutions (15%)
- Quality of documentation (10%)
- Quality of presentations (10%)
- Communication, Presentation soft skills (10%)
- Innovation, commitment (5%)

The evaluation is based on the completed work and the documentation and oral report presenting it on unpacking. The student receives a grade and an oral assessment, and self-reflection exercises take place during the semester.

OBLIGATORY READING LIST:

- Herriott, Luke: *Csomagolás és design 2 : stancolt kiadványok és csomagolástervek*. Scolar, cop. 2010

RECOMMENDED READING LIST:

- *Cutting edges : contemporary collage*. Gestalten, 2011