

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Graphic Design Studio Practice 2. (Pre-Diploma Presentation Practice)
Name of the subject in English:	Graphic Design Studio Practice II. (Pre-Diploma Presentation Practice)
Credit value of the subject:	8
The code of the subject in the electronic study system:	MN-GRDSP2-08-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: 6, 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):	[Graphic Design Studio Practice I. (Identity and Graphic Design) (fulfillment)]

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course focuses on developing students' skills in presenting their design work. Through practical exercises, students will learn how to effectively create a visual concept and practice the presentation process.

Also during this course, students will be prepared for the presentation of their first diploma topic, when the three project ideas and conceptual sketches will be discussed with the full teaching staff. The selected topic is taken forward and refined by the students with the help of the assigned supervisor during the last semester of their education until the presentation at the final exam.

### SUMMARY OF THE CONTENT OF THE SUBJECT

The course focuses on developing students' skills in presenting their design work. Through practical exercises, students will learn how to effectively create a visual concept and practice the presentation process.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Creating presentations on three possible thesis topics.  
Learning Apple Keynote, practicing presentation making.

### EVALUATION OF THE SUBJECT:

Based on the work done during the semester and presentation at the end of it.  
Conditions for completing the course, evaluation criteria in case of a practical subject:  
Grading is conditional on regular class attendance and the completion of extracurricular activities. For the classification, a presentation containing the half-yearly portfolio is required.

Criteria for classification:

- activity during lessons, presence, consultation
- thoughtfulness, quality and validity of the created works and plans
- independent work, invention
- the content of the presentation, the documentation and the quality of the presentation
- completion of tasks on time

Evaluation, rating:  
91-100%: excellent

76-90%: good  
61-75%: satisfactory  
51-65%: pass  
0-50%: fail

Components of the half-year grade (with optional subitems, individually identifiable percentages):

1. Professional, practical knowledge (30%)

Using tools  
Use of software  
Workflow planning

2. Theoretical knowledge (15%)

Research  
Lexical knowledge  
Problem raising  
Conclusions

3. Creative skills (30%)

Individual creativity  
Innovative thinking  
Vocation

4. Soft skills (25%)

Cooperation  
Contributing skills  
Flexibility  
Communication  
Presentation  
Communication during workflows  
Self-assessment

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

**OBLIGATORY READING LIST:**

- Bo Bergström,: Essentials of Visual Communication, Laurence King Publishing Ltd., 2008
- Gavin Ambrose, Paul Harris: Design thinking for visual communication, Bloomsbury, 2015
- Jamer Hunt, Meredith Davis: Visual communication design: An introduction to design concepts in everyday experience, Bloomsbury, 2017
- Stuart Tolley: The new simplicity in graphic design, Thames and Hudson, 2016