

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Graphic Design Technics 5. (Webdesign)
Name of the subject in English:	Graphic Design Technics V. (Webdesign)
Credit value of the subject:	8
The code of the subject in the electronic study system:	BN-GRDTC5-08-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 Technics IV. (Graphic Workshop) (fulfillment)]

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

Throughout the course students are introduced to designing and creating web pages within Adobe Dreamweaver and build responsive pages with Bootstrap kit. The students will be able to use the CSS editing functions in DW, and implement their design layout, format text, insert images (favicon, rollover images) emblems (pixel or vector contents).

### SUMMARY OF THE CONTENT OF THE SUBJECT

The course introduces the possibilities of graphic design of frontend elements and layouts as well as html and css code languages. Students will further develop their design skills, adapting them to the specific requirements of web design. During the course, students will create simple but functional websites to gain experience for their own design practice.

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

During the course, students will learn the skills needed to display different content (mainly icons, text and images) on the web. During design exercises, they implement the graphic elements they have designed. A typical element of the learning activity is that they have to link the content built in html to the web design described in css code.

### EVALUATION OF THE SUBJECT:

Students will be expected to correctly interpret the tasks published in Neptune and CooSpace and to meet the deadline for the task.

The assignments will be marked on the basis of their uniqueness: the content presented will vary from one student to another.

- activity, presence 10%
- Thoughtfulness, quality and validity of the work produced 25%
- autonomous work, invention 25%
- communication with teacher, cooperation 15%
- presentation content, documentation and quality of the presentation 15%
- timeliness of tasks 10%

The assessment will be based on the work completed and the documentation and oral presentation of the work at the mid-term exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester.

### OBLIGATORY READING LIST:

- *Digital design theory : essential texts for the graphic designer. , 2016*

- Tim Brown: Flexible Typesetting, A Book Apart, LLC, 2018,  
<https://abookapart.com/products/flexible-typesetting>

**RECOMMENDED READING LIST:**

- Sher, Peter: *Branding and the visual response : How a brand turns into visual identity.*  
Brandguide universe, 2021