**SYLLABUS**

**regarding the qualification cycle FROM 2023 TO 2024**

1. Basic Course/Module Information

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| **Course/Module title** | Graphic Design I |
| **Course/Module code \*** |  |
| **Faculty (name of the unit offering the field of study)** | Institute of Fine Art |
| **Name of the unit running the course** | Department of Graphic Design and Multimedia |
| **Field of study** | Graphic Art |
| **Qualification level**  | Uniform master's degree |
| **Profile** | Basic |
| **Study mode** | Stationary |
| **Year and semester of studies** | 2023/2024 |
| **Course type** | Basic |
| **Language of instruction** | English |
| **Coordinator** |  |
| **Course instructor** | Prof. Mirosław Pawłowski |

\* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester****(n0.)** | **Lectures** | **Classes** | **Colloquia** | **Lab classes** | **Seminars** | **Practical classes** | **Internships** | **others** | **ECTS credits**  |
|  |  |  |  | **90 h** |  |  |  |  | **3** |

1.2. Course delivery methods

- conducted in a traditional way

- involving distance education methods and techniques

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

2. Prerequisites

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| Obtaining a pass on the assessment of the previous semester of the subject "graphic design". Mastering the basic knowledge, skills and social competences defined in the learning outcomes for the given semester.Student: undertakes creative activities in the field of applied graphics. He knows the contemporary performance technique and can synthesize experience from other arts in the design process, knows the basic and complex aspects of typography and skillfully uses them in various design tasks, shows a creative attitude to the letter and the letter, understands the role of typography in shaping the visual message.Student: has knowledge and skills in the field of computer animation, applies a wide range of digital image registration methods, has the ability to organize work during the implementation of a multimedia project, formulates a creative message in the area of multimedia activities. |

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

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| O1 | The main goal of the course is to prepare graduates with advanced professional skills in the specialty of graphic design, transfer of knowledge and humanistic values at the master's level and to create the basis for further professional and artistic development.The maximum preparation of students for individual work in the field of design and artistic creation. Particular emphasis is put on the proper preparation of the project, suggesting the method of individual implementation.The subject of graphic design prepares students of specialties for independent, original artistic and professional activity in the area of applied graphics. The subject is transferred specialist knowledge and necessary skills enabling conscious solving of project tasks at a high artistic and substantive level. As part of the subject's education, the emphasis is on discovering and continually developing individual creative predispositions of students. |
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| On |  |

3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

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| --- | --- | --- |
| Learning Outcome | The description of the learning outcome defined for the course/module | Relation to the degree programme outcomes |
| LO\_01 |  |  |
| LO\_02 |  |  |
|  |  |  |
| LO\_n |  |  |

**3.3. Course content (to be completed by the coordinator)**

1. **Lectures**

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| **Content outline** |
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1. **Classes, tutorials/seminars, colloquia, laboratories, practical classes**

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| **Content outline**  |
| **The student acquires skills in the field of broadly understood graphic art related to designing publications. The student should acquire the ability to creatively use a graphic workshop and free expression of artistic concepts in the field of creating design graphics. He is equipped with knowledge in the field of the workshop and in the possibilities in the search for new implementation methods. As a result, it is prepared for independent and creative work in the field of publishing and preparation for printing.****Teaching workshop skills, stimulating imagination and artistic vision, developing individual, creative awareness and the ability of creative meaning-making activities.****The program recognizes the independence and individuality of the student. The basis for the corrections are the student's initial projects. Practical exercises and discussion of the workshop issues are carried out in direct connection with the work being carried out.** |
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3.4. Methods of Instruction

e.g.

*Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning*

*Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning*

*Laboratory classes: designing and conducting experiments*

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

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| --- | --- | --- |
| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,…) |
| LO-01 | EXERCISES ARE AIMED AT DEVELOPING THE STUDENT'S SENSITIVITY TO A TYPOGRAPHIC COMPOSITION, CONTEMPORARY METHODS OF DESIGNING AND IMPLEMENTING PUBLICATIONS BASED ON INDIVIDUAL PREDISPOSITIONS AND PROPOSALS OF THE AUTHOR. THE STUDENT REALIZES AN INDIVIDUAL PROJECT IN THE SCOPE OF GIVEN TOPICS. | classes |
| LO-o2 |  |  |

4.2 Course assessment criteria

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| Credit with grade. Semester work completed, knowledge confirmed by continuous assessments during the semester and semester and end of year audition. |

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

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| --- | --- |
| Activity | Number of hours |
| Scheduled course contact hours | 30 |
| Other contact hours involving the teacher (consultation hours, examinations) | 30 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 30 |
| Total number of hours | 90 |
| Total number of ECTS credits | 3 |

\* One ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

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| --- | --- |
| Number of hours | *90* |
| Internship regulations and procedures | The assessment of the student's work is multistage: from the activity in the studio, through involvement in the implemented project. It is important to perform a set number of topics and the visual and semantic value of the work, as well as the degree of independence of the graphic expression. |

7. Instructional materials

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| Compulsory literature:**PRIMARY OR REQUIRED BOOKS/READINGS:****Technical literature on the subject: David Bann - "Poligrafia. A practical textbook ", Dan Margulis -" Correction and separation. Vademecum of a professional ".** |
| Complementary literature: Catalogs and publications from world typography and graphic design reviews such as: Moscow International Biennial of Graphic Design, International Biennale of Graphic Design Brno and others. Also on a regular basis, for example "2 + 3D". |

Approved by the Head of the Department or an authorised person



**Prof. Mirosław Pawłowski**