**SYLLABUS**

**regarding the qualification cycle FROM 2024TO 2025**

1. Basic Course/Module Information

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| Course/Module title | *Identity, Information, and Persuasion in Graphic Design* |
| Course/Module code \* |  |
| Faculty (name of the unit offering the field of study) | *Humanistic College* |
| Name of the unit running the course | *Institute of Fine Arts* |
| Field of study | *Graphic Design* |
| Qualification level | *semi-advanced and advanced* |
| Profile |  |
| Study mode | *full time stationary studies* |
| Year and semester of studies | *4th and 5th year of the 5-year, 1st and 2nd year of the 2-year Master of Art studies* |
| Course type | *practical classes* |
| Language of instruction | *English, German, Russian* |
| Coordinator | *Katarzyna Woźniak, PhD* |
| Course instructor | *Wiesław Grzegorczyk, Phd, Assoc. Prof.* |

\* - 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** |
|  | - | - | - | 75 | - |  | - | - | 6 |

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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| The student shall be familiar with the vector and raster graphic programs, with different design forms like poster, logo, typography, layout etc., with the differences between the graphics for print and for the Web. |

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

3.1. Course/Module objectives

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| --- | --- |
| O1 | *Graphic design is an important instrument in modern economy and social activities. It requires creativity, well rounded interests and knowledge, even the erudition, artistic talent and manual capacity. The subject of the course is a widely understood 2D graphic design. Under the names “identity”, “information”, “persuasion” you can understand such areas of the graphic design as for example logo, infographics, and poster design. The course should help students to use their earlier acquired skills and competences to prepare real works of graphic design. The teacher always values the semantics, aesthetic quality of the works, their functional usability, precision and clearness of visual communication. Student has to consider possibilities and risks coming from cultural context and customer’s taste.* |
| O2 |  |
| O3 |  |

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

|  |  |  |
| --- | --- | --- |
| Learning Outcome | The description of the learning outcome  defined for the course/module | Relation to the degree programme outcomes |
| LO\_01 | KNOWLEDGE: A short history of graphic design, a special role of the Polish School of Poster, features of the contemporary graphic design. Names and achievements of prominent graphic designers. |  |
| LO\_02 | SKILLS: The graduates should be able to design any logos, corporate identities, visual information systems, pictograms, posters, advertisements, brochures books etc. |  |
|  | FINAL COURSE OUTPUT - SOCIAL COMPETENCES: The graduate should be ready to work in team at the advertising agencies or alone as freelancers, easily establish contacts and cooperation with clients and always be able to fulfill different design orders. |  |
| 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 |
| A sign is the base of all fields of graphic design. There is no modern economy without the logo. There is no modern city without the clear visual communication system. And no market without advertising (e.g. poster). |
| During the course students create logo designs and some elements of brand and corporate identities, within business cards, letterheads, envelopes, IDs, car or airplane paint schemes using the logo. |
| They design some communication signatures and pictogram systems. |
| Poster design is a great school of creative thinking. This is a very specific branch of graphic design. It combines the applied and fine arts. which is one of the traditional Polish specialties. Students have also to design cultural (theatre, film, music), social, political, advertising and other posters using various kinds of poster ideas and illustration methods. The choice between using the computer graphic programs (Adobe Creative Suite, Corel Draw Graphics Suite) and the traditional hand-made techniques is possible. |

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*

The teacher sets and clarifies the exercises, makes corrections, gives hints and supervises the whole student’s work. The student has to make some advanced exercises under the teacher’s supervision. The course is also supplemented by a little bit of a distance learning. Besides the regular classes and corrections, the students can consult about their works in various stages of completion also via e-mail or on Facebook.

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 | completed exercises |  |
| LO-o2 | observation during classes |  |

4.2 Course assessment criteria

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| Student should be present at the classes, listen and discuss with a teacher during the corrections, make all the exercises and properly present them. |

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

\* 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 |  |
| Internship regulations and procedures |  |

7. Instructional materials

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| Compulsory literature:  1. Poster biennials and triennials catalogues (Warsaw, Toyama, Lahti, Mexico, Brno, Chicago, Tehran, Trnava, Sofia, Mons, Moscow etc.); 2. Frutiger A., „Człowiek i jego znaki”, Warszawa 2005; Der Mensch und seine Zeichen, 2003; 3. J. Mrowczyk, M. Warda, "PGR Projektowanie graficzne w Polsce", Karakter, Kraków 2010;  4. Michael Evamy, Logo, 2007/2009; |
| Complementary literature:  5. Design quarterlies: 2+3D, Graphis, Eye, Etapes, etc.  6. Wolda Logo Design Annual, 2009, 2010; |

Approved by the Head of the Department or an authorised person