**SYLLABUS**

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

1. Basic Course/Module Information

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| --- | --- |
| Course/Module title | *Visual Communication* |
| 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 | - |  | - | - | 4 |

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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| – general knowledge of the history of art and culture , in particular on contemporary trends design and art– desire to expand knowledge and openness to current events and issues in the field wide– understood graphic design and multimedia– the ability of creative observation , study the examples, openness to inspiration– aware of the need for ongoing verification of ideas and the need to seek– individual language expressions and forms of communication– familiarity with the software to the extent defendant |

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

3.1. Course/Module objectives

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| --- | --- |
| O1 | *communication design and methods of communication* |
| O2 | *relationships and dependencies between object, image, character and graphic metaphor in presenting ideas and concepts* |
| O3 | *deepening the ability to choose the appropriate technology transfer and the ability and choice of materials needs performed project*  |
| O4 | *skills of selection of artistic means adequate to the expressed content* |
| O5 | *ability to make associations, metaphors and transform creative thinking* |

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: comprehensively mastered the technical workshop in the field of plastic, design and multimedia |  |
| LO\_02 | Skills: A student creates the conditions for creative implementation of cooperation within the team of authors, expanding and enriching the area of activities undertaken by artistic-scientific.Effectively develop their own creative potential and creative abilities based onThe possibility of techniques workshop, design and multimedia. |  |
| LO\_03 | Final course output – social competences:A student can prepare typical speeches, during which he can in form of oral expression or presentation using multimedia techniques, to provide scientific and artistic content. |  |
| 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  |
| Tasks are oriented to broaden the knowledge of visual communication with a focus on forms of advertising.Both in printmaking, as well as theoretical knowledge. In projects involving several forms important it will be the consistency of the message. Practical tasks will in particular address the issues:- visual identification systems- conditioning depending on the analysis - creation - visual media context- typography as a brand and source of inspiration in shaping the media business- issues mark as graphic notation and its impact in shaping the company's image- the essence of the process, event or phenomenon in the form of infographicsThe form of the final works are prints and digital files of graphic designs.It will be important clarity of writing, visual layer, the appropriateness of the measures support.The idea of transmission, technical proficiency. |
| 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.  |

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

|  |  |
| --- | --- |
| Number of hours |  |
| Internship regulations and procedures |  |

7. Instructional materials

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| Compulsory Literature: Logo Design Love : A Guide To Creating Iconic Brand Identities By D. Airey; Pearson Education (Us) 2014Designing Brand Identity : An Essential Guide For The Whole Branding Team By A. Wheeler; John Wiley & Sons Inc 2012Meggs' History Of Graphic Design By P. Meggs, A. W. Purvis; John Wiley And Sons Ltd 2011Essentials Of Visual Communication By B. Bergström; Laurence King Publishing 2009 |
| Complementary Literature:  Design Thinking For Visual Communication By G. Ambrose Bloomsbury Publishing Plc 2015 |

Approved by the Head of the Department or an authorised person