

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027 ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

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|--|--|
| Course/Module title | Design Principles |
| Course/Module code * | K7 |
| Faculty (name of the unit offering the field of study) | College of Humanities |
| Name of the unit running the course | Institute of Modern Languages |
| Field of study | Media, Visual and Social Communication |
| Qualification level | Bachelors degree |
| Profile | general academic |
| Study mode | full-time |
| Year and semester of studies | Year 1, semester 1 |
| Course type | major |
| Language of instruction | English |
| Coordinator | Dr Ondrej Revický |
| Course instructor | Dr Ondrej Revický |

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

| Semester (no.) | Lectures | Classes | Laboratories | Seminars | Practical classes | Internships | others | ECTS credits |
|-------------------|----------|---------|--------------|----------|----------------------|-------------|--------|--------------|
| 1 | | 30 | | | | | | 4 |

1.2. Course delivery methods

- conducted in a traditional way

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

PASS WITH A GRADE, EXAM

2. PREREQUISITES

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|------|
| none |
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3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

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|----|--|
| O1 | Learn the basics of visual perception and visual communication. |
| O2 | Obtain tools for analysing visual messages. |
| O3 | Master the basic principles of creating a message using visual language. |

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 | The graduate understands the essence of the process of visual communication, correctly distinguishes the means and techniques of artistic expression used in the construction of the message. | K_W01 K_W03 |
| LO_02 | The graduate uses source materials, defines design goals, critically evaluates and adjusts his/her operations to get the right form for the message. | K_U01 |
| LO_03 | The graduate understands the potential of contemporary trends in visual communication and technical possibilities in the media environment. He/she understands his/her role and responsibility in creating the message, and cares about the professionalism and ethics of his/her actions. | K_Ko4 K_Ko6 |

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

A. Lectures

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|-----------------|
| Content outline |
| |

B. Classes, laboratories, seminars, practical classes

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|--|
| Content outline |
| A set of tasks introducing the topics: – contrast |

- composition
- space
- hierarchy
- repetition
- rhythm
- balance
- distinction/similarity
- proximity
- order
- proportions
- movement
- color

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

Text analysis and discussion

Practical project

Group work (problem solving, case study, discussion)

Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

| 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 | PROJECT | CLASSES |
| LO-02 | PROJECT | CLASSES |
| LO-03 | OBSERVATION DURING CLASSES | CLASSES |

4.2 Course assessment criteria

The final grade is based on the arithmetic average of the partial grades that students receive for completing and presenting all works done during the semester at the final review. The following criteria are taken into account when evaluating the projects:

Relevance to the topic (max 10 points);

Planning and execution of the creative process (max 15 points);

Quality of work (max 15 points);

Creativity (max 15 points);

Concept, its development, and the creation process (max 15 points);

Timeliness (max 10 points);

Consistency (max 10 points);

Independence (max 10 points).

Grading scale:

60-68% - 3.0

69-76% - 3.5

77-84% - 4.0

85-92% - 4.5

93-100% - 5.0

To be eligible to take the exam, students must achieve at least a satisfactory grade in the classes. The exam can be either oral or written and covers topics discussed during the classes.

Grading scale:

60-68% - 3.0

69-76% - 3.5

77-84% - 4.0

85-92% - 4.5

93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

| Activity | Number of hours |
|--|-----------------|
| Course hours | 30 |
| Other contact hours involving the teacher (consultation hours, examinations) | 6 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 65 |
| Total number of hours | 101 |
| Total number of ECTS credits | 4 |

* 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

Compulsory literature:

B. Bergström, *Essentials of Visual Communication*, 2008

A. Frutiger, *Sign and symbols. Their design and meaning*, 1989

Complementary literature:

R. Arnheim, *Art and Visual Perception, Second Edition: A psychology of the*

Creative Eye, 2004

Approved by the Head of the Department or an authorised person.