

Course title: GRAPHIC DESIGN

ECTS credit allocation (and other scores): 3

Semester: 2 semester autumn and spring

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: The arts

Language: English

Number of hours per semester: 45

Course coordinator/ Department and e-mail: jaroslaw.bujny@uwm.edu.pl

Type of classes: classes

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#### Substantive content

CLASSES/LECTURES: : Preliminary course in graphic design, where students get to know the relationship between form and meaning and learn to use it consciously. Students get to know the basic elements of graphic design and build graphic messages in response to specific tasks.

#### Learning purpose:

Students pursue a series of topics from composition exercises to building more complex messages, responding in an individual way to specific tasks. At the same time, they get acquainted with the basics of semantic theories (to the extent useful in design) and elements of the history of graphic design and learn to use consciously visual conventions (contemporary and historical).

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On completion of the study programme the graduate will gain:

#### Knowledge:

Student has a general knowledge of basic developmental trends in the history of graphics and animation, their mutual relations and consequences. Student has knowledge of art styles throughout history, knows and is able to reach the necessary information (books, recordings, scientific materials)

#### Skills:

Student has the ability to solve basic design problems and the ability to formulate, differentiate and edit artistic expression using appropriate tools and technologies

Student is able to independently improve the workshop by searching for and comparing effects resulting from the use of different tools.

#### Social Competencies:

The student in an effective way is able to use imagination, intuition, emotions and creative attitude to independent thinking in order to solve problems.(min. 50 znaków, max. 100 znaków - usuń nawias po zamieszczeniu treści):

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#### Basic literature:

Adrian Frutiger "Man and his Signs"; Ernst Gombrich "Art and Illusion"

#### Supplementary literature:



introduction to the history of design graphics

(e.g. Philip Meggs "A History of Graphic Design").

Illustration now.

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The allocated number of ECTS points consists of: 3

Contact hours with an academic teacher: 3

Student's independent work: 3