

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Graphic Design Studies 1. (Practice in Mediatechnology)
Name of the subject in English:	Graphic Design Studies I. (Practice in Mediatechnology)
Credit value of the subject:	5
The code of the subject in the electronic study system:	MN-GRDSM1-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of this course is to introduce the students into various digital design methods. We are going to be focusing on mood-board creation, stylescape creation and creating a presentation template. The first and last task have to be executed alone, and the stylescape creation will be executed in a team. We are going to get familiar with the foundations of how to build a strong visual language and hard skills - like how to use Photoshop, Illustrator, Figma. During the semester, the students have to be involved into the weekly design critique sessions, where they can judge each others work. We are going to develop and strengthen soft skills like: presentation, communication, team work, accuracy, responsibility, design language refinement, research skills etc. In terms of hard skills, we are going to learn and use Photoshop and it's toolset - to create a visually strong moodboard. Figma and its tools to create the stylescape and to develop the teamwork aspect of designing. These skills, application knowledge and methods are extremely valuable in the current industry - so our goal with this semester, is to provide a new perspective to the students into the design world and to prepare them with a useful skillset and a strong visual library.

SUMMARY OF THE CONTENT OF THE SUBJECT

The semester will be divided into three parts and thus, three projects:

1) Create a moodboard, based on your 'brand'

In this project, the students have to work by themselves. They are going to use a brand sprint template, to create the foundation of their own brand (as a designer or a participant in the creative industry). After that, we are going to build a moodboard, based on the previous template and information. The moodboard will be reviewed multiple times and critiqued by the whole class. The comments have to be implemented, and by the end of the semester - a final moodboard have to be presented.

2) Create a stylescape, based on a selected company or entity

The students have to form pairs and select a company that they are both close to or one that is in their common interest. They have to fill out the brand sprint template, analyse the company and introduce it to the classroom. As a next step, they have to create a stylescape and an identity refresh in a form of a single stylescape. During this project, they have to use Figma and how to collaborate with another designer.

3) Create a presentation template in Figma

The students have to create a presentation template, that fits to their style. Preferably they have to use the style and brand that they have developed during the first project. This presentation template can be used on the final semester presentation too. They have to create at least 3-5 screens and think about different structures that covers some of the use cases in a presentation.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Expanding their visual library, online research, presentation, practicing, communicating, design critique, experimenting, moodboarding, creating a stylescape, practicing the used applications, thinking critically, active class participation

EVALUATION OF THE SUBJECT:

Final Presentation at the end of the Semester

Quality of the final projects (40%)

- Quality of the presentations that the student prepares week by week
- Quality of the moodboard
- Quality of the stylescape
- Quality of the presentation template
- Accuracy, Creativity, Stepping out of their comfort zone

Class activity (20%)

- Activity and overall attendance
- Participation in the design critique sessions
- Communication during the class
- Presentation style that they showcase

Soft skills, used during the semester (20%)

- Communication skill
- Collaboration
- Presentation
- Flexibility
- Responsibility
- Independence
- Problem solving

Knowledge (20%)

- Hard skill knowledge
- Willingness to learn
- Creativity
- Lexical knowledge
- Design Process, and how accurate they are in each step
- Knowledge about the methods that we use, or the willingness to learn
- Knowledge about the application that we use, or the willingness to learn

OBLIGATORY READING LIST:

- Lupton, Ellen: *Graphic design : the new basics*. Princeton Architectural Press, 2015
- Sher, Peter: *Branding and the visual response : How a brand turns into visual identity*. Brandguide universe, 2021

RECOMMENDED READING LIST:

- Brown, Tim: *Change by design : how design thinking transforms organizations and inspires innovation*. , 2019