

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Graphic Design Studies 3.
Name of the subject in English:	Graphic Design Studies III.
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-GRDES3-06-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):	[Graphic Design Studies II. (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course focuses on the development of students' skills in the fields of identity design using their personal language of visual communication. The students receive complex graphic design tasks to solve them in a creative way on BA level. This complete planning task needs complex thinking, the meaning of the communications message, unified visual concept, harmonious graphic design and typography, branding.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course focuses on the development of students' skills in the fields of identity design using their personal language of visual communication. Self identity tasks helps express their personal view on Graphic Design. The students receive complex graphic design tasks to solve them in a creative ways, on BA level.

Within the framework of the course through practical assignments, students can experience and learn the communication strategy, the structure of the visual concept, global design, creation of image identity.

With these global tasks students learn how to set up a visual strategy for a target group, unified and harmonious graphic, typographic, illustrative communication, contemporary design. The aim of the course is to provide students with the understanding of visual communication practices in the different fields of graphic design. Visual identity, pictogram and logo, illustrations, typography, brandmaking, brochure design are the most important topics in the course.

Full presentation of a task consist of collecting material, sketches, design, building a mock-up and full documentation of the project. All phases of creative work of students is monitored by continuous consultations.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The instructional aim of the subject:

Visual communication strategy of Bizarre Festival.

The task is the visual communication design of the image identity of a choosen festival by the students. (eg.: La Tomatina, Mud Festival, Noche de los Rabanos, Busó Festival, Roswell UFO Festival, etc.)

The task is reinterpreted unified communications, a forward-looking visual concept, global design, image identity, structure of branding. The aim is to create a 21. century, fresh,

outlook for the visual communication.

Image/Corporate identity of the Festival (emblem, symbol, sign, logo)

- Complex Infodesign (pictograms, information board/table or map)
- Offline and online appearances (materials: T-shirt, pin, banner, ticket, sticker, badges, tote bags, armband and web in 2 pages design plan-layout, one landing and subpage, social media appearance)
- Forms of Communication (brochure, leaflet, festival poster)

Focusing on visual concept, structure of communication, strategy of message, image identity, design and functionality, graphical elements, typography.

EVALUATION OF THE SUBJECT:

Method of course evaluation in case of practical subject:

- Presentation
- Tasks to be submitted by the deadline

Conditions for completing the course, evaluation criteria in case of a practical subject:

Ticketing is conditional on regular class attendance and the completion of extracurricular activities.

For the classification, a presentation containing the half-yearly portfolio is required.

Criteria for classification:

- activity during lessons, presence, consultation
- thoughtfulness, quality and validity of the created works and plans
- independent work, invention
- the content of the presentation, the documentation and the quality of the presentation
- completion of tasks on time

Points of interest:

91-100%: excellent

76-90%: good

61-75%: satisfactory

51-65%: pass

0-50%: fail

Components of the half-year grade (with optional sub-items, individually identifiable percentages):

1. Professional, practical knowledge (30%)

Using tools

Use of software

Workflow planning

2. Theoretical knowledge (15%)

Research

Lexical knowledge

Problem raising

Conclusions

3. Creative skills (30%)

Individual creativity

Innovative thinking

Vocation

4. Soft skills (25%)

Cooperation

Contributing skills

Flexibility
Communication
Presentation
Communication during workflows
Self-assessment

The evaluation is based on the completed work and the documentation and oral report presenting it on unpacking.

The student receives a grade and an oral assessment, and self-reflection exercises take place during the semester.

OBLIGATORY READING LIST:

- Airey, David: *Identity designed : the definitive guide to visual branding*. Victionary, 2014
- Budelmann, Kevin: *Brand identity essentials : 100 principles for designing logos and building brands*. Rockport Publishers, cop. 2019
- Kokhuis, Merel: *Masterclass : graphic design*. Frame Publishers, 2014
- Lupton, Ellen: *Graphic design : The new basics*. Princeton Architectural Press, 2008
- Sher, Peter: *Branding and the visual response : How a brand turns into visual identity*. Brandguide universe, 2021
- VICTIONARY: *Graphic Fest: Identities for Festivals & Fairs*, Victionary. , Victionary., Hong Kong , 2019

RECOMMENDED READING LIST:

- Samara, Timothy: *Making and breaking the grid : a graphic design layout workshop*. Rockport, [2017]
- West, Suzanne: *Working with style : traditional and modern approaches to layout and typography*. Watson-Guptill, 1990
- Johnson, Michael: *Branding in Five and a Half Step*, Thames and Hudson, 2016