DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Graphic Design Technics 3. (Graphic Workshop)
Name of the subject in English:	Graphic Design Technics III. (Graphic Workshop)
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-GRDTC3-05-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):	[Graphic Design Technics II. (Graphic Workshop) (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Focusing on the traditional analog printing techniques, the students explore the new possibilities of graphic-, printmaking-, and illustration design mixing analog and digital technologies. They develop their manual and digital skills and creativity.

SUMMARY OF THE CONTENT OF THE SUBJECT

Focusing on the traditional analog printing techniques, we also explore the new possibilities of graphic and printmaking and illustration design mixing the analog and digital technologies.
The main topic of the course: the development of printmaking skills: relief processes (lino cut,

woodcut, letterpress printing), intaglio processes (engraving, drypoint, etching, aquatint, mezzotint), and planography printing techniques (lithography, serigraphy, monotype). Experimental techniques: frottage, rust print, collagraph, etc.)
Papers, inks, colors, tools, printing machines, technologies.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

1. Illustration series for a novel. min. 5 illustration by one of the printmaking techniques. Designing the book cover, and the whole book with text and illustration. The series will be made by the preferred technics, which fit the original sketches.

2. Jar Label Design with a graphic element made by printmaking technique

3. Everyday Horror task for Risography pr digital print in A3 form

4. Etching task - machinery or structure

5. optional task: Litography

EVALUATION OF THE SUBJECT:

• Conditions for completing the course, assessment criteria:
Regular attendance in class and the completion of extra-curricular activities are a prerequisite for receiving
a grade. A presentation of the semester portfolio is required for grading.

- Criteria for grading:
- class activity, attendance, consultation
- thoughtfulness, quality, the validity of the work produced, plans
- independent work, invention
- content, documentation, and quality of the presentation
- timely completion of assignments

- Evaluation, rating:
91-100%: Excellent
76-90%: Good
62-75%: Satisfactory
51-61%: Pass
0-50%: Fail

- Components of the semester grade:
Quality of research on the given topic (10%)
Creativity, individual solutions, innovative thinking (40%)
Appropriate use of chosen techniques, materials, and tools (30%)
Quality of construction (20%)
The assessment will be based on the work completed and the documentation and oral presentation of the work at the mid-term exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester.

OBLIGATORY READING LIST:

- *History of illustration.* Fairchild Books, an imprint of Bloomsbury Publishi, 2019
- *Illustrative branding : smashing illustrations for brands.* Victionary, 2014
- Hofmann, Armin: *Graphic design manual : principles and practice : manuel de création graphique : forme, synthese, ap.* Niggli, 2021, cop.1965
- Lupton, Ellen: *Graphic design : the new basics.* Princeton Architectural Press, 2015

RECOMMENDED READING LIST:

- *Impressive : printmaking, letterpess and graphic design.* Gestalten verlag, 2011
- Borrelli-Persson, Laird,: *Marimekko : the art of printmaking.* , 2021
- Devon, Marjorie: *Tamarind techniques for fine art lithography.* Abrams, 2008
- Samara, Timothy: *Making and breaking the grid : a graphic design layout workshop.* Rockport, [2017]