DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Creative Graphic Design Studies 2. (Printed Media and Webdesign)
Name of the subject in English:	Creative Graphic Design Studies II. (Printed Media and Webdesign)
Credit value of the subject:	5
The code of the subject in the electronic study system:	MN-CREGS2-05-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):	[Creative Graphic Design Studies I. (Experimental Design, Data Visualization) (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The goal of the course is to introduce the students to the modern identity and web design processes. We are going to use the most recent tools, applications and methods, in order to create an identity and a web design. We are going to work on, not only the visual processes and visual evaluation, but on how to create a valuable identity, how to conduct research and how to validate your design.

After the course, the students will know the basics of the design thinking and human centered design and how to apply those skills on various visual challenges. During the semester the weekly standup pitches and the group evaluations will help the students to develop a stronger soft skillset, like pitching, creating presentations, debating about design topics. Armed with these skillsets, the goal of the course is to prepare the students to the current state of the design world.

SUMMARY OF THE CONTENT OF THE SUBJECT

During this semester, the students will learn more about branding, corporate identities, brand architecture and visual design. More specifically, they'll have to create a brand identity for the church of St. Elizabeth of Hungary (Rózsák square).

They will work in group/team.

The identity that they team will be designing, will have to support an exhibition or Festival visual.

Deliverables
- Results of the brand research
- Sketches + (Moodboard or Stylescape if possible)
- Finalized: Colour, Typography and Icons
- redesign logo
- Dynamic branding
Poster & Buiding Frontage Design

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The goal of the course is to introduce the students to the modern branding and brand identity design, especially in the group work. The students will be challenged with this visual problem of how to create an identity that fits to different exhibition topics.
After the course, the students will know the basics of design thinking and human centered design and how to apply those skills on various visual challenges.

During the semester the weekly standup pitches and the group evaluations will help the students to develop a stronger soft skillset, like creating presentations, debating about design topics. Armed with these skillsets, the goal of the course is to prepare the students to the current state of the design world.

EVALUATION OF THE SUBJECT:

Method of course evaluation in case of practical subject:
– Presentation and
– Tasks to be submitted by the deadline

The Classification Criteria:

•   Classroom activity, presence, consultation
•   Quality of the designed materials, level of thoughtfulness and harmony among the elements
•   Level of independent work, pursuit towards innovation and hard work
•   The content of the presentations, documentation and the quality of the weekly pitches

•   On time completion of the current tasks

Grades:

•   91-100%:   perfect
•   76-90%:   good
•   61-75%:   medium
•   51-65%:   sufficient
•   0-50%:   insufficient

Grading components:

•   Design and construction quality (30%)
•   Quality of ideas and research (20%)
•   Creativity, critical thinking and individual solutions (15%)
•   Quality of documentation (10%)
•   Quality of presentations (10%)
•   Communication, Presentation soft skills (10%)
•   Innovation, commitment (5%)

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
• Bowers, John: *Introduction to graphic design methodologies and processes : understanding theory and application.* John Wiley & Sons, 2011
• Budelmann, Kevin: *Brand identity essentials : 100 principles for designing logos and building brands.* Rockport Publishers, cop. 2019

RECOMMENDED READING LIST:

- Maczó Péter: *Ön itt áll : az infodesignról.* Scolar, cop. 2010
- Malamed, Connie: *Visual language for designers : principles for creating graphics that people understand.* Rockport Publishers, 2011, cop.2009
- Sher, Peter: *Branding and the visual response : How a brand turns into visual identity.* Brandguide universe, 2021