

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Graphic Design Studies 5.
Name of the subject in English:	Graphic Design Studies V.
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-GRDES5-06-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 IV. (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course aims to familiarise students with visual communication practices in different areas of graphic design. Visual identity, pictograms, and logos, illustration, typography, infographics, info design, brand making, online-offline presentation are the main topics covered in the course.

Also during this course, students will be prepared for the presentation of their first diploma topic, when the three project ideas and conceptual sketches will be discussed with the full teaching staff. The selected topic is taken forward and refined by the students with the help of the assigned supervisor during the last semester of their education until the presentation at the final exam.

SUMMARY OF THE CONTENT OF THE SUBJECT

Corporate identity design for Metropolitan University Budapest.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

logo, stationery design (letterhead, business card, envelope)
wayfinding signage (pictograms, room numbers, floor plan),
website (home page and a subpage)
posters

EVALUATION OF THE SUBJECT:

Based on the work done during the semester and presentation at the end of it.

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

Grading 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

Evaluation, rating:

91-100%: excellent

76-90%: good

61-75%: satisfactory

51-65%: pass
0-50%: fail

Components of the half-year grade (with optional subitems, 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 practical exam. The student receives a grade and an oral assessment, and self-reflection practices take place during the semester.

OBLIGATORY READING LIST:

- Alice Twemlow: What is graphic design for?, RotoVision, 2006
- Bo Bergström: Essentials of visual communication, Laurence King, 2009
- David Jury: What is typography?, RotoVision, 2006
- Gavin Ambrose, Paul Harris: Design thinking for visual communication, Bloomsbury, 2015
- Jamer Hunt, Meredith Davis: Visual communication design: An introduction to design concepts in everyday experience, Bloomsbury, 2017
- Mark Hampshire – Keith Stephenson: Signs and Symbols, RotoVision, 2008
- Matthew Healey: What is branding?, RotoVision, 2010