



Course name	Visual Communication Design
Entity running the course	Faculty of Interior Architecture and Design
Entity for which the course has been prepared	Department of Design
Course type	Core / obligatory
Year of study / semester, type of studies	Year II, sem. IV, full-time bachelor's degree
ECTS credits	8 pts ECTS per semester
Academic tutor	Sen. lect. Mieczysław Piróg, PhD, ass. tutor Marta Płonka, MFA, ass. tutor Jarosław Kowalczyk, MFA
Aim of the course	Further developing student's knowledge in the area of visual communication – graphical dispatch; 2D and 3D; using this knowledge to solve less complex design problems, developing observational skills, analyzing and interpreting basic design issues.
Prerequisites	Having the 3rd semester completed, observational skills, searching and using sources of inspiration.
Learning outcomes:	
- knowledge	Student gains basic knowledge in the area of graphic communication design and spatial package modelling.
- skills	Student develops the ability to analyze and synthesize graphical dispatch, can use the learned design methods; can perform subsequent stages of project realization.

<p>- personal and social competence</p>	<p>Student can independently present a verbal presentation; actively participates in discussions, gains basic competence in the area of understanding specific aspects of visual communication design.</p>
<p>Course content</p>	<p>Graphical dispatch design, construction and design of packaging, analysis of a given task, choosing a work method, synthesizing the collected materials. Preparing multiple variants of solving a design problem. Realization of selected variants; sketches and concept models, graphic design, making a model, verbal and multimedia presentation.</p>
<p>Course form and number of course hours</p>	<p>Individual „master-apprentice” classes, group discussions, presentations, specialist consultations, reviews; 105 hours per semester.</p>
<p>Assessment methods and criteria</p>	<p>70% executing assignments / executing assignments / working reviews / activity during classes 30% public presentation</p>
<p>Assessment type</p>	<p>Graded pass</p>
<p>Literature</p>	<p>- „Projektowanie dla nowych mediów”, Tricia Austin, Richard Doust, Wydawnictwo Naukowe PWN, - „Znaki identyfikujące – rodzaje, funkcje i kryteria oceny” Ewa Pawluczuk, Wydział Form Przemysłowych, ASP w Krakowie 2001, - „Logo design-Zaprojektuj genialny logotyp” David Airey, Wydawnictwo Helion, - „Communication design czyli projektowanie komunikacji” Michael Fleischer, Wydawnictwo Primum Verbum, - „Kompletny przewodnik po typografii” James Felici, Wydawnictwo Adobe Press, - „Czym jest branding” Matthew Healey, Wydawnictwo ABE Dom Wydawniczy, - „Opakowania Transportowe” Stefan Jakowski, Wydawnictwo Naukowo-Techniczne.</p>
<p>Teaching aids</p>	
<p>Language of instruction</p>	<p>Polish; communication in English possible</p>