Course name	**Visual Communication Design**
Entity running the course	Faculty of Interior Architecture and Design
Entity for which the course has been prepared	Departmet of Design
Course type	Core / obligatory
Year of study / semester, type of studies	Year IV, sem. VII, full-time bachelor's degree
ECTS credits	10 pts ECTS per semester
Academic tutor	Sen. lect. Mieczysław Piróg, PhD, ass. tutor Marta Płonka, MFA
Aim of the course	Further developing student's knowledge in the area of visual communication – graphical dispatch; 2D and 3D; realization of student's bachelor diploma work, allowing for a complexity of its execution (theoretical, functional, technological, economical, aesthetic and social requirements).
Prerequisites	Having the 6th semester completed, ability to search for, and use inspiration, ability to notice and reveal design problems in human environment, knowledge of vector and bitmap processing software, and 3D modelling at a professional level.

Learning outcomes:

- knowledge	Student gains advanced knowledge in the area of graphic communication design and spatial package modelling, knows publications about these questions and the basic area of problems related with this technology.
- skills	Student develops the ability to analyze and synthesize graphical dispatch, can use the learned design methods; can perform subsequent stages of project realization, can prepare project documentation, and a description in a form

suitable for a given presentation, student is prepared for cooperation with team.

- personal and social competence	Student can independently present a verbal presentation; reveal and argue about author's own interpretations of a project based on objective criteria; independently prepares individual design works for contests and competitions, knows basic vocabulary and rules of industrial property and copyright protection.
Course content	Determining the scope of bachelor diploma work – possibility of creating complex or systematic visual messages (any forms of meaning) in form of flat or spatial arrangements. Determining the problem area including all contexts: technological, technical, functional, social, etc., consultations with professionals in selected areas of science and industry, preparing different solutions to a problem. Realization of a chosen solution; sketches and concept models, graphic design, realization of a model, verbal and multimedia presentation.
Course form and number of course hours	Individual „master-apprentice" classes, group discussions, presentations, specialist consultations, reviews; 105 hours per semester.
Assessment methods and criteria	60% executing assignments / executing assignments / working reviews / activity during classes 30% public presentation 10% quality of the presentation
Assessment type	Diploma exam
Literature	- „Detal w typografii" Jost Hochuli, Wydawnictwo; d2d, - „Kreowanie silnej marki" Maciej Dębski, Polskie Wydawnictwo Ekonomiczne, - „Design Management" Kathryn Best, Wydawnictwo Naukowe PWN, - „Signage system & Information graphics" Andreas Uebele, Wydawnictwo: Thames & Hudson, - „Wzornictwo / Design studium idei" Janusz Krupiński, Wydawnictwo: ASP w Krakowie 1998, - „Prawo autorskie w reklamie i marketingu" Monika Brzozowska, Wydawnictwo Lexis Nexis,
Teaching aids	
Language of instruction	Polish; communication in English possible