



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 / optional
Year of study / semester, type of studies	Year II, sem. III, full-time master's degree
ECTS credits	15 pts ECTS per semester
Academic tutor	Sen. lect. Mieczysław Piróg, PhD, ass. tutor Marta Płonka, MFA, ass. Jarosław Kowalczyk
Aim of the course	To discuss and prepare the master's diploma work, including the complexity of preparation (functional requirements, technology, construction, economics, aesthetics, cultural aspects); gaining deeper knowledge and experience in the area of visual communication design – graphical signs in 3D and 2D; defining the question and choosing a suitable design method, preparing a work plan.
Prerequisites	Having the 1st year of master's degree completed; independent ability to find design problems in human surroundings; ability to search for and use inspiration; high ability to use design software.
Learning outcomes:	
- knowledge	Student gains advanced knowledge in the area of graphic communication design and spatial modelling of packages; knows the publications on the subject and can use them properly.
- skills	Student can analyze and synthesize a design problem, choose a suitable design method; can interpret and determine specific stages of project realization, and

	has a suitable set of skills that allow for making one's own artistic concepts, and is prepared for cooperation in team.
- personal and social competence	Student can independently prepare and present in public their own achievements; can argue about their own interpretation of a project based on objective criteria; makes independent decisions for designs and competitions, knows basic concepts and rules of protecting industrial ownership and copyright.
Course content	Determining the problem area of a master's degree work: determining all contexts, such as technology, function, social aspects, etc. Consulting the project with specialists from selected areas of science and industry; preparing different solutions to a problem; realization of a chosen project: sketches and concept models, graphic design, realization of a miniature model, verbal and multimedia presentation.
Course form and number of course hours	Individual „master-apprentice“ classes, presentations, specialist consultations, reviews.
Assessment methods and criteria	50% executing assignments / realization of the project / working reviews / activity during classes 50% creative activity and participation in classes
Assessment type	3rd semester - examination review
Literature	The bibliography chosen for a master's diploma work.
Teaching aids	
Language of instruction	Polish; communication in English possible