



<b>Course name</b>	<b>Visual Communication Design</b>
<b>Entity running the course</b>	Faculty of Interior Architecture and Design
<b>Entity for which the course has been prepared</b>	Department of Design
<b>Course type</b>	Core / obligatory
<b>Year of study / semester, type of studies</b>	Year I, sem. II, full-time master's degree
<b>ECTS credits</b>	10 pts ECTS per semester
<b>Academic tutor</b>	Sen. lect. Mieczysław Piróg, PhD, ass. tutor Marta Płonka, MFA, ass. Jarosław Kowalczyk
<b>Aim of the course</b>	Further developing student's knowledge and experience in the area of visual communication – graphical dispatch in 2D and 3D; determining and figuring out a design problem from real life examples, defining specific questions and choosing a suitable design method, preparing a work plan considering the area of research, consultation and implementation possibilities.
<b>Prerequisites</b>	Ability to notice design problem in real life examples, computer literacy in the area of bitmap and vector graphic editing software, and 3D modelling at an advanced level.
<b>Learning outcomes:</b>	
<b>- knowledge</b>	Student gains deeper knowledge in the area of graphic communication design and spatial package modelling, knows the relevant literature, and the basic area of problems within this discipline.
<b>- skills</b>	Student develops the ability to analyze and synthesize a graphic design problem, can choose a relevant design method; can interpret and judge the

	<p>subsequent stages of project realization, and has the expected range of working skills allowing for realization of one's own artistic concepts, and is prepared for teamwork, or for being a team leader.</p>
<p><b>- personal and social competence</b></p>	<p>Student can responsibly present the results of their work in public; can judge and justify their own interpretations of a project, based on objective criteria; can make independent decisions for designs and competitions, knows basic concepts and rules of protecting industrial ownership and copyright.</p>
<p><b>Course content</b></p>	<p>Design problemacy in the area of: visual information for given communication passages, systems of complex visual identification, as well as construction and design of packaging, determining the area of problems considering all contexts: technological, technical, functional, social, etc.; specialist consultations possible; preparing different solutions to a given problem; realization of a chosen solution: sketches and concept models, graphic design, realization of a miniature model, verbal and multimedia presentation.</p>
<p><b>Course form and number of course hours</b></p>	<p>Individual „master-apprentice” classes, presentations, specialist consultations, reviews.</p>
<p><b>Assessment methods and criteria</b></p>	<p>60% executing assignments / realization of the project / working reviews / activity during classes  30% public presentation of the project  10% quality of the presentation</p>
<p><b>Assessment type</b></p>	<p>Examination review</p>
<p><b>Literature</b></p>	<ul style="list-style-type: none"> <li>- „Twórcze projektowanie” Gavin Ambrose, Wydawnictwo Naukowe PWN – Warszawa 2007,</li> <li>- „Nazwy firm i produktów” Marek Zboralski, Polskie Wydawnictwo Ekonomiczne,</li> <li>- „Anatomia projektu – współczesne projektowanie graficzne” Steven Heller i Mirko Ilić, Wyd.ABE,</li> <li>- „Krótkie teksty o sztuce projektowania” Krzysztof Lenk, Wydawnictwo: Słowo/Obraz Terytoria,</li> <li>- „Czym jest projektowanie opakowań” Giles Calver, ABE Dom Wydawniczy,</li> <li>- „Psychologia zachowań konsumenckich” A. Falkowski, T. Tyszka, GWP Gdańsk 2009</li> </ul>
<p><b>Teaching aids</b></p>	
<p><b>Language of instruction</b></p>	<p>Polish; communication in English possible</p>

