



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. III, 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	Getting to know the basic questions in the area of visual communication – graphical dispatch; using this knowledge to solve simple design problems, developing observational skills, analyzing and interpreting basic design issues.
Prerequisites	Having the basic design course completed.
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>- „Design i grafika dzisiaj” Quentin Newark, ABE Warszawa 2006, - „Znaki identyfikujące – rodzaje, funkcje i kryteria oceny” Ewa Pawluczuk, Wydział Form Przemysłowych, ASP w Krakowie 2001, - „Człowiek i jego znaki” Adrian Frutiger, Wydawnictwo Optima Warszawa 2003, - „Design i layout - sztuka projektowania , David Dabner , Focus Warszawa 2004, - „Projektowanie opakowań”, Bill Stewart, PWN Warszawa 2009, - „Alfabet heraldyczny” Paweł Dudziński, Diogenes-Warszawa 1997, - „Opakowania” Luke Herriott, Wydawnictwo Naukowe PWN, - „Kroje i kolory pisma” Timothy Samara, Wydawnictwo Naukowe PWN, - „Komunikacja Wizualna” Bo Bergstrom, Wydawnictwo Naukowe PWN.</p>
<p>Teaching aids</p>	
<p>Language of instruction</p>	<p>Polish; communication in English possible</p>