



Course name	Editorial design
Entity running the course	Faculty of Ceramics and Glass, Department of Interdisciplinary Activities in Ceramics and Glass
Entity for which the course has been prepared	Department of Ceramics, Department of Glass
Course type	Core course, compulsory course.
Year of study/semester; Type of studies	Semester 5, 6; full time bachelor's degree studies
ECTS credits	2
Academic tutor	Ph.D. Renata Pacyna
Aim of the course	Practical use of analogue and digital technology for creating and recording an image, preparing the student to be able to combine different means of expression in 2D, the student's search for their own language on the grounds of the analogue and digital media that interpenetrate each other. The course aims at the preparation of presentation boards, visual presentation, technical documentation and portfolio. The axis of the course programme is constructing projects based on the student's own idea and individual proposition situated within the scope of the fine arts operating with various media. Executing the consecutive assignments, the student extends their knowledge in the area of graphic presentation and acquires new workshop skills. The syllabus is based on performing the assignments, whose aim is to familiarize the student with diverse, contemporary phenomena and artistic practices. The student must be able to present and defend their own design, using artistic arguments effectively enough to lead to the implementation of the work. Particular emphasis is put on learning subjective emotional associations and acquiring the ability of articulating them with the use of synthetic graphic means in two and three dimensional layouts, along with transferring the results onto the plane of a presentation. At the further stage of a learning process, the student performs tasks associated with visualizing and presentation of the designs of ceramic and glass objects of different levels of complexity.
Prerequisites	Basic experience in design graphics, knowledge of computer vector programmes (Corel, Illustrator), raster applications, such as Photoshop and 3D programmes, basic typographic knowledge. Knowledge of painting and drawing workshop, and also basic issues of graphic designing.
Learning outcomes:	
– <i>knowledge</i>	The student consciously uses graphic programmes of both, bitmap and vector type. Making use of their advantages, the student is aware of their limitations. They have knowledge in the area of preparation for printing. They understand the concepts of colour transformation in the colour processing of raster and vector objects. They understand the relationships between the form of an artistic work and message it transmits. They have a basic knowledge of lettering (genesis and classification of a letter, its construction, the concepts associated with its use) and typography .
– <i>skills</i>	The student can use a text editor and knows the concepts of DTP. They are able to prepare documentation and presentation boards. They can prepare a portfolio in an electronic version, and also with the use of analogue techniques and digital printing. They are able to consciously choose the best graphic programmes and their tools for the purpose of achieving possibly the best result in the form of a graphic design. They have basic skills of building lettering forms, text composition, prioritizing and building a logical structure, combining text with illustration.
– <i>personal and social competence</i>	The student can use the tools of vector and bitmap graphic programmes and combine the results received with the outcomes obtained in 3D programmes. They are able to draw conclusions from a cause and effect link of the tools' work. They understand the complexity of the process concerning preparation for printing of both, analogue and digital type. They can consciously match the tools for the presentation of designs. The student is aware of the necessity to seek the information allowing a comprehensive development of a topic, they manifest respect for the needs and perceptive capability of the recipient.
Course content	Introduction to the editorial development of a text, typography elements, elements of DTP, layout creation, submission of a text - image. Lectures – theory of colour. Lectures - typography, composition, dtp. Lectures - big and small format printing, binding documents. Scanning of images – an extended range. Introduction to system designing of objects with the combination of graphic elements. Introduction of 3D objects and scenes to the developed design. Preparation of presentation boards. Preparation of the design documentation.
Course form and number of course hours	Classes in the computer studio, individual projects, lectures, exercises.



Assessment methods and criteria	60% executing assignments – project realization, innovation, 15% working critique, 5% active participation in a discussion, 25% open critique of works. The basis for passing the course is realization of the assignments relevant to the topics set forth, in terms of a form and content. 30 h./sem.
Assessment type	Graded pass
Literature	<p>“Photoshop CS/CS PL. Biblia”/ <i>Photoshop CS/CS PL. The Bible</i>/</p> <p>Aleksander Kwaśny, „Od skanera do drukarki” /<i>From scanner to printer</i>/</p> <p>Roland Zimek, CorelDRAW X3 PL. „Ćwiczenia praktyczne“ /<i>Practical exercises</i>/</p> <p>Steve Bain, Nick Wilkinson, Marek Kostera-Kosterzewski, „CorelDRAW 12. The official handbook” "CorelDRAW 10. Praktyczne projekty" /<i>CorelDRAW 10. Practical designs</i>/</p> <p>Paweł Lenar "Sekrety skutecznych prezentacji multimedialnych." /<i>The secrets of effective multimedia presentations</i>/.</p> <p>B. Bergstrom, Komunikacja Wizualna, /<i>Visual communication</i>/ Scientific Publisher PWN 2010</p> <p>2+3D – a nationwide quarterly project magazine, Fundacja Rzecz Piękna, /<i>The Foundation Of Beauty</i>/, WFP ASP, Kraków R. Arnhem: Sztuka i percepcja wzrokowa, /<i>Art and visual perception</i>/, Warszawa 1978</p> <p>J. Baudrillard: Symulakry i symulacje, /<i>Simulacra and Simulations</i>/ Warszawa 2005</p> <p>J. Berger, O patrzeniu, /<i>About looking</i>/ Warszawa 1999</p> <p>M. Hopfinger [edit.]: Nowe media w komunikacji społecznej, /<i>New media in social communication</i>/ Warszawa 2002</p> <p>H. Jenkins, Kultura konwergencji, /<i>Convergence Culture</i>/ Warszawa 2007</p> <p>R. Kluszczyński: Film, video, multimedia,</p> <p>L. Manovich: Język nowych mediów, /<i>Language of New Media</i>/ Warszawa 2006</p> <p>M. McLuhan: The choice of texts, Poznań 2001</p> <p>P. Levinson, Miękkie ostrze, /<i>Soft blade</i>/ Warszawa 1999</p>
Language of instruction	Polish, English