



Course name	<b>Editorial design</b>
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 3, 4 - master's degree studies
ECTS credits	2 ECTS credits /sem. 3, 1 ECTS credit /sem. 4
Academic tutor	Ph.D. Renata Pacyna
Aim of the course	<p>-Practical use of an analogue and digital technology for creating and recording an image -creating the comprehensive documentation of works, technical documentation -the student's search for their own language and forms of expression, based on media convergence -the preparation of small publishings, cooperation with printing houses</p> <p>The course aims at the preparation of presentation boards, visual presentations, technical documentation, portfolio, editorial materials and a diploma project, introduction of knowledge on classic and electronic techniques in graphics, and also classic and electronic methods of obtaining a graphic image. The core of the course is constructing of designs based on the student's own idea and individual proposition situated within the scope of the fine arts operating with various media. The educational process aims at increasing the student's knowledge of modern printing techniques in the process of creating and designing.</p>
Prerequisites	Knowledge of computer vector, raster programmes and 3D applications, typographic knowledge. The ability of editing a text and managing it in a page. Painting and drawing workshop skills and knowledge of the issues in the area of graphic designing.
Learning outcomes:	
– <i>knowledge</i>	The student consciously uses the 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 in analogue and digital technologies. They understand the relationships between the form of an artistic work and message it transmits. They have an extended knowledge of lettering and typography, and also DTP.
– <i>skills</i>	The student can use a text editor and knows the concepts of DTP. They are able to prepare a technical documentation, and also offer and presentation boards. They can prepare a portfolio in an electronic version, and also with the use of analogue techniques and digital printing. They have advanced skills of building lettering forms, a text composition, its prioritizing and building a logical structure, combining the text with an illustration. They can operate on different printing formats.
– <i>personal and social competence</i>	The student is able to draw conclusions from a cause and effect link of the tools' work in the process of designing. They understand the complexity of the process concerning the preparation for printing and co-operation with subcontractors in the area of both, analogue and digital printing. They can consciously match the tools for presenting designs and are aware of the impact on the recipient they make by creating designs. 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 given topic, they manifest respect for the needs and perceptive capability of the recipient. The student is aware of the role the presentation graphics plays and the requirements it creates (responsibility, reliability, accuracy and creative approach to a given subject).
Course content	Creating a layout, composing a text and image. Preparing comprehensive development of the system of identification and promotional materials. Scanning of images – an extended range of large format scanning -folding and assembly of materials after scanning. Making use of the simulation of different materials. Making use of textures. Introduction of 3D objects and scenes to a developed design. Preparation of a diploma presentation boards. Preparation of the design documentation.
Course form and number of course hours	Classes in the computer studio, individual projects, lectures, exercises, 30 hrs./sem.

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 in a given semester, in terms of a form and content.
Assessment type	Graded pass
Literature	<p>“Photoshop CS/CS PL. Biblia”/ <i>Photoshop CS/CS PL. The Bible</i>/</p> <p><u>Martin Evening</u>, „Mistrzowska edycja zdjęć. Adobe Photoshop CS5/CS5 PL dla fotografów”, /Master photo editing. Adobe Photoshop CS5 / CS5 PL for photographers/</p> <p>CorelDRAW 12. Oficjalny podręcznik” "CorelDRAW 10. Praktyczne projekty"B, /CorelDRAW 12 Official handbook, "CorelDRAW 10. Practical Projects "B/</p> <p>Bergstrom, <i>Komunikacja Wizualna, /Visual Communication/</i> Wydawnictwo Naukowe /Scientific Publishers/ PWN 2010,</p> <p>R. Bringhurst „<i>Elementarz stylu w typografii</i>”, /<i>Primer of the style in typography</i>/ G. Ambrose, P. Harris „<i>Typografia</i>”./<i>Typography</i>/, G. Ambrose, P. Harris „<i>Layout</i>” R. Arnhem: <i>Sztuka I percepcja wzrokowa, /Art and visual perception/</i>, Warszawa 1978</p> <p>J. Baudrillard: <i>Symulakry I symulacje, /Simulacra and Simulations/</i>, Warszawa 2005</p> <p>H. Belting: <i>Antropologia obrazu, /Anthropology of a picture/</i>, Kraków 2007</p> <p>J. Berger, <i>O patrzeniu, /On seeing/</i>Warszawa 1999</p> <p>J. Berger, <i>Sposoby widzenia, /Ways of seeing/</i>, Poznań 1997</p> <p>U. Eco <i>Nieobecna struktura, /Absent structure/</i>, Warszawa 1996</p> <p>A. Frutiger, <i>Człowiek I jego znaki, /A man and their characters/</i>, Warszawa 2003E. T. Godfrey: <i>Conceptual Art</i>, New York 199,</p>
Language of instruction	Polish, English