



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 I, sem. I, full-time master's degree
ECTS credits	10 pts ECTS per semester
Academic tutor	Sen. lect. Mieczysław Piróg, PhD, ass. tutor Marta Płonka, MFA
Aim of the course	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.
Prerequisites	Having the bachelor's degree course completed, 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.
Learning outcomes:	
- knowledge	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.
- skills	Student develops the ability to analyze and synthesize a graphic design problem, can choose a relevant design method; can interpret and judge the 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.
- personal and social competence	Student can independently 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.
Course content	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.
Course form and number of course hours	Individual „master-apprentice” classes, presentations, specialist consultations, reviews.
Assessment methods and criteria	60% executing assignments / realization of the project / working reviews / activity during classes 30% public presentation 10% quality of the presentation
Assessment type	Graded pass
Literature	<ul style="list-style-type: none"> - „Twórcze projektowanie” Gavin Ambrose, Wydawnictwo Naukowe PWN – Warszawa 2007, - „Nazwy firm i produktów” Marek Zboralski, Polskie Wydawnictwo Ekonomiczne, - „Anatomia projektu – współczesne projektowanie graficzne” Steven Heller i Mirko Ilić, Wyd.ABE, - „Krótkie teksty o sztuce projektowania” Krzysztof Lenk, Wydawnictwo: Słowo/Obraz Terytoria, - „Czym jest projektowanie opakowań” Giles Calver, ABE Dom Wydawniczy, - „Psychologia zachowań konsumenckich” A. Falkowski, T. Tyszka, GWP Gdańsk 2009
Teaching aids	
Language of instruction	Polish; communication in English possible