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	Year 3 /semester 3, 4/ full time master's degree studies
ECTS credits	1
Academic tutor	Ph.D. Renata Pacyna
Aim of the course	- practical use of an analogue and digital technology for creating and recording an image - creating the comprehensive documentation of works, technical documentation - searching for the student's own language and forms of expression, based on media convergence - the preparation of small publishing forms, the cooperation with printing houses The aim of the classes is to prepare presentation boards, a visual presentation, technical documentation, portfolio, editorial materials, diploma project, and to extend the student's knowledge of classic and electronic techniques in graphics, along with the classic and electronic methods for obtaining a graphic image. The core of this programme is working on the projects based on the student's own conception and individual proposition within the fine arts operating with various media. The course enables the student to increase their knowledge of the use of modern printing techniques in the process of creating and designing.
Prerequisites	Knowledge of computer vector, raster programmes and 3D apllications, typographic knowledge (the ability to edit a text and manage it in a page). Painting and drawing workshop skills and knowledge on the issues regarding graphic design.
Learning outcomes:	
– *knowledge*	The student consciously uses graphic programmes of both types, bitmap and vector. Making use of their advantages, the student is aware of their limitations. They have knowledge in the area of the 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.
– *skills*	The student can use a text editor and knows the concepts of DTP. They are able to prepare technical documentation, including 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.
– *personal and social competence*	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 of the preparation for printing of both types, analogue and digital. They can consciously match tools for the presentation of designs and are aware of impacting the recipient by designing. The student is aware of the necessity to seek the information allowing comprehensive development of a given topic, they manifest respect for the needs and perceptive capability of the recipient. They are aware of the role of the presentation graphics, and the requirements it creates towards the professionals (responsibility, honesty, accuracy, creative approach to a subject).
Course content	Creating a layout, submission of a text - image. The preparation of comprehensive development of the system of identification and promotional materials. Scanning of images – an extended range, large format scanning - folding and assembly of the materials after scanning. The use of simulation of various materials. The use of textures. Introduction of 3D objects and scenes to a project. Preparing a diploma presentation boards. Preparing a projct 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 realizing the assignments relevant to the topics set in a given semester, in terms of a form and content.

Assessment type	Graded pass, examination review
Literature	"Photoshop CS/CS PL. Biblia" Martin Evening, „Mistrzowska edycja zdjęć. Adobe Photoshop CS5/CS5 PL dla fotografów" /Master photo editing. Adobe Photoshop CS5 / CS5 UK for photographers/ CorelDRAW 12. An official handbook" "CorelDRAW 10. Praktyczne projekty" */CorelDRAW 10. Practical projects/* B. Bergstrom, Komunikacja Wizualna, /Visual communication/, Wudawnictwo Naukowe PWN 2010 /Scientific publisher PWN 2010/ R. Bringhurst „Elementarz stylu w typografii"*/Primer of style in typography/* G. Ambrose, P. Harris „ Typografia" /T*ypography/* ,G.Ambrose, P. Harris „ Layout" R. Arnhem: Sztuka i percepcja wzrokowa, */Art and visual perception/,* Warszawa 1978 J. Baudrillard: Symulakry i symulacje, */Simulacra and simulations/,* Warszawa 2005 H. Belting: Antropologia obrazu, */Anthropology of image/*, Kraków 2007 J. Berger, O patrzeniu, */About seeing/*, Warszawa 1999 J. Berger, Sposoby widzenia, */Ways of seeing/*, Poznań 1997 U. Eco Nieobecna struktura, */Absent structure/*, Warszawa 1996 A. Frutiger, Człowiek i jego znaki, */A man and his characters/*,Warszawa 2003E. T. Godfrey: Conceptual Art, New York 1998
Language of instruction	Polish, English