



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 III, sem. VI, full-time bachelor's degree
ECTS credits	8 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 in the area of visual communication – graphical dispatch; 2D and 3D; using this knowledge to solve less complex design problems, developing observational skills, analyzing and interpreting complex design issues (aesthetic prerequisites, function, construction, technology, economics).
Prerequisites	Having the 5th semester completed, ability to search for, and use inspiration, ability to notice and reveal design problems in human environment, knowledge of vector and bitmap processing software, and 3D modelling at a basic level.
Learning outcomes:	
- knowledge	Student gains advanced knowledge in the area of graphic communication design and spatial package modelling, knows publications about these questions and the basic area of problems related with this technology.
- skills	Student develops the ability to analyze and synthesize graphical dispatch, can use the learned design methods; can perform subsequent stages of project realization, can prepare project documentation, and a description in a form

	suitable for a given presentation, student is prepared for cooperation with team.
- personal and social competence	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, can effectively communicate within different cultural projects.
Course content	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, and participation in relevant outside competitions.
Course form and number of course hours	Individual „master-apprentice” classes, group discussions, presentations, specialist consultations, reviews; 105 hours per semester.
Assessment methods and criteria	60% executing assignments / executing assignments / working reviews / activity during classes 40% public presentation
Assessment type	Graded pass
Literature	-„Czemu służy grafika użytkowa” Alice Twemlow, Wydawnictwo ABE Dom Wydawniczy, - „Pre-Press Poradnik dla grafików” Ambrose / Harris, Wydawnictwo Naukowe PWN, -„Projektowanie graficzne w Polsce” Jacek Mrowczyk, Michał Warda, Wydawnictwo; Karakter, -„Olins Brand Book, Podręcznik branding” Wally Olins, Wydawnictwo: Instytut Marki Polskiej, - „Cyfrowy PrePress, drukowanie i procesy wykończeniowe” Bogdan Kamiński, Wyd. Translator, - „Wiedza o reklamie” Praca zbiorowa: Karolina Janiszewska,.. Wydawnictwo Naukowe PWN.
Teaching aids	
Language of instruction	Polish; communication in English possible