

## Syllabus

Course title: Applications				
Course coordinator, lecturer: Vándor Rita <a href="mailto:rita.vandor@gmail.com">rita.vandor@gmail.com</a>				
Level and Code: ER-GRA-BA-20212201-04	Position in the Curriculum: BA2, BA3 MA1, MA2	Recommended semester: from 3	Credits: 5	Teaching hours: 48 Student workload: 102
Related codes:	Type: lecture/ seminar/practice combined	Is it open to sign-up as an elective? No	Specific pre-conditions to sign-up as an elective: -	
Interlinkages: (prerequisites, parallel units): -				
<p>Aim: Acquire basic graphic design skills in the professional areas of visual content delivery</p> <p>Principles:</p> <ul style="list-style-type: none"> <li>● Practical situations</li> <li>● Problem-focused approach</li> <li>● Process-oriented methods</li> <li>● Integrated professional specifications and theoretical knowledge</li> </ul>				
<p>Knowledge:</p> <ul style="list-style-type: none"> <li>● Knowledge of basic methods of idea development, evaluation and selection in graphic design</li> <li>● Understands the different stages/phases of the creative/design process and how these are realised in his/her own creative/design work</li> <li>● In the course of his/her design/creative work, he/she steps outside the usual frameworks and develops new concepts and innovative solutions</li> <li>● Have a basic level of professional and technical knowledge to realise their design/creative/artistic ideas</li> <li>● Knowledge of the main presentation tools, styles and channels used in the profession</li> <li>● Basic knowledge of rhetorical forms and styles</li> <li>● Has a basic knowledge of the links between parts of his/her own field of art and other fields of art and other disciplines, in particular economic, health and social, information-technology disciplines</li> <li>● have a basic level of professional and technical knowledge to realise their design/creative/artistic vision</li> </ul> <p>Ability to:</p> <ul style="list-style-type: none"> <li>● Ability to work consciously and creatively, identify and solve routine professional problems in the practice of graphic design</li> <li>● Ability to integrate social, cultural, artistic, political, ecological, economic and ethical aspect in design/creative practice</li> <li>● Forms well-informed opinions on graphic design concepts and solutions</li> <li>● Collects and interprets relevant data to develop design/creative concepts</li> <li>● Ability to use effectively the technical, material and information resources on which his/her work is based</li> <li>● Is able to use the appropriate tools, methods and technologies for the design/creative process to realise his/her designs</li> <li>● Ability to analyse, process and manage knowledge and to apply a critical approach within his/her own field of art, drawing on the experience acquired during his/her studies</li> </ul>				

Attitude:

- Consciously reflects on the social implications of his/her work
- Participates in the development or shaping of projects in an open and communicative way

Autonomy and responsibility:

- Independently orientates and implements his/her own artistic concepts
- Independently and autonomously expresses his/her own ideas and abilities
- Accepts and authentically communicates the social role and values of his/her field of expertise

Course content (topics and themes):

Students in the course choose from and complete selected graphic applications.

4. Presentation

- Presentation showing the complete design process and final result (sketches, design process, test prints, pdf presentation)
- Final works

Calculation of grade:

The assessment will take place on the last day of the course, at the same time as the final presentations, on 2nd of December. The grade received here will be counted as a grade point towards the end of the year grade for the course!

Assessment criteria:

- Quality of visual works
- The quality of the visual design and presentation

Course dates:

Friday 10:00-12:50
