

Course description

Course title: Non-fiction 1. / Print				
Course instructors name and contact information: Levente Szabó (briskartist@gmail.com) László Nagy (nagy.laszlo@mome.hu)				
Code: ER-GRA-BA-232401-02	Related curriculum (major/level):	Place of the subject in the curriculum: design subject BA	Credit: 5	Number of lessons: 48 Individual student hours: 102
Related codes:	Type: exercise	Can it be added as an oriented Customization?	Special prerequisites in case of:	
Course connections (prerequisites, parallels): Visual character 1. + Visual storytelling 1.				
The purpose and principles of the course: Acquisition of basic illustration skills in the professional fields of fiction illustration Basic principles of the course: - Practical situations - Problem-focused approach - Process-oriented methods - Integrated professional specifics and theoretical knowledge				
Learning outcomes (professional and general competencies to be developed): Knowledge: - Knows the basic idea development, evaluation and selection methods of illustration - Understands the different stages/phases of the creative/design process and how they are realized in your own creative/design work - In the course of his design/creative activity, he leaves the usual frameworks and develops new concepts and innovative solutions - He has basic professional and technical knowledge to implement his designer/creative/artistic ideas - Knows the most important presentation tools, styles and channels used in your profession - Has basic knowledge of rhetorical forms and styles - He has basic knowledge of some parts of his own art, as well as other art forms and other fields of expertise, especially the connections between economic, health and social, and technological fields - He has basic professional and technical knowledge to implement his designer/creative/artistic ideas Ability: - Able to work consciously and creatively, to identify and solve routine professional problems during illustration creative practice - Thanks to the acquired knowledge, he is able to integrate social, cultural, artistic, political, ecological, economic and ethical aspects during his design/creative activities - Forms a well-informed opinion on illustration concepts and solutions - Collects and interprets relevant data for the development of design/creative concepts - He is able to effectively use the technical, material and information resources that form the basis of his activity				

- Thanks to his knowledge, he is able to use the appropriate tool, method and technology for the given design/creative process to realize his plans
- Relying on the experiences gained during his studies, he is able to analyze, process and manage the knowledge material, and he is able to apply a critical attitude within his own art.

Attitude:

- He consciously thinks about the social aspects of his creations
- Participates openly and communicatively in the design or shaping of projects

Autonomy and responsibility:

- He orients himself and realizes his own artistic concepts
- Mobilizes your knowledge and skills in situations according to different technical requirements
 - Accepts and authentically conveys the social role and values of his field of expertise

Topics to be covered in the course:

- 1) hybrid narrative medium
- 2) combined visual processing of images and text
- 3) narrative illustrative story representation
- 4) fiction and magazine illustrations, comics, picture books as visual media

Characteristics of learning organization/process organization:

The course, the nature of each session and their schedule:

- Job description, topic consultation, description of goals and expectations (seminar, consultation)
- Theoretical knowledge, methods of topic research (seminar)
- Professional and technical specifics (seminar)
- Expanding knowledge related to the topic and developing a system of criteria (lecture, seminar)
- Problem map and analysis (consultation)
- Conscious structure of the planning process (consultation)
- Concept development (consultation)
- Impact analysis, test phase (consultation)
- Outline presentation (seminar)
- Technical design, modeling, prototype (workshop)

Students' duties and responsibilities:

- Active participation in seminars and consultations
- Independent preparation and short presentation on a topic assigned by the course instructor
- Documentation and presentation of the topic research, the concept and the design process in the form of a presentation
- Professional technical preparation of plans for printing and modeling

Learning environment:

- classroom
- external location
- workshop

Evaluation:

Requirements to be met:

A presentation showing:

- topic research
- the development of the concept
- the phases of the planning process
- the documentation of the finished plans

Model/prototype presentation

- Submitting/uploading the design documentation by the specified deadline and in accordance with the specified technical parameters
- Preparation and delivery of a mock-up/prototype in a quality suitable for photography
- Active participation in the lessons min. on 60%
- Coherence of the research-design-execution process
- The functional and aesthetic quality of the end result

Evaluation method: oral answer, presentation

Evaluation criteria:

- Coherence of the research-design-execution process
- The functional and aesthetic quality of the end result

Calculation of the grade:

Process (content level of the entire illustration process and documentation) – 50%
Product (aesthetic quality of the finished illustration and documentation) – 50%

Literature:

- 1) Cornel Hillmann: UX for XR: User Experience Design and Strategies for Immersive Technologies (Design Thinking), 2021, Apress Published
- 2) Wang Shaoqiang: New Playful Data: Graphic Design and Illustration for Infographics, 2021, Hoaki Published
- 3) Victionary: Dot Line Shape: The Basic Elements of Design and Illustration, 2020, Victionary Published
- 4) Frances Stanfield, Lucy McGeown: The Printmaking Ideas Book, 2019, Ilex Press

Other informations:

Recognition of knowledge acquired elsewhere/previously/validation principle:

- there is no possibility of recognition/crediting

Out-of-school consultation times and location:

László Nagy: Thursday 10:00-12:00, prior consultation required

Task Description

Non-fiction Magazine Illustration

Course:

Non-fiction 1. – Print

Topic leader:

Szabó Levente

Nagy László

Technical assistance:

József Szili

Assignment:

30.10.2023

Dates of the course:

8–13. Week

Monday, Thursday: 10:00am – 12:50pm

Location:

Week 8–13: Base 302 Illustration Studio / MOME Two, T/111 Graphics workshop

Topic

// Magazine illustrations for The Budapest magazine

Content

Choose two of the four pre-published professional texts and, illustrating their content, create a series of three images twice for The Budapest magazine.

The illustrations must be made according to the following specifications:

- format: Two of the six illustrations should be 1/1 and four should be 1/2
- size: 1/1: 20x27 cm, 1/2: 17.5x13 cm
- color illustrations

You will receive more detailed information about the assignment and topics on the day the assignment is issued. The finished illustrations will have to be inserted into a pre-prepared text layout, which will also be sent to you on the day of the assignment.

Completing the task

1. Theoretical foundations

- + Historical and theoretical knowledge of magazine illustration
- + Color theory in magazine illustration
- + Stylistic and cultural comparison of magazine illustrations
- + Analysis and presentation of domestic and international magazine illustration examples

2. Planning

- + Suggestion of illustrative technical solutions
- + Definition of media and visual surfaces
- + Character and color concepts
- = Preparation of sketches and renderings

3. Execution

- + Workshop
 - + Printing preparation
 - + Print
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Scheduling

1. Assignment, topic selection, reference collection
 2. Theoretical preparation, sketches
 3. Execution
 4. Evaluation
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Evaluation

The assignment will be evaluated on **November 30**.

Evaluation criteria:

- // application of basic representation, color usage, reproduction graphic and printing rules
- // the interpretability and effect of the visual concept
- // consistent maintenance of stylistic unity within the concept

