

Course Thematics

Interdisciplinary Design and Research / Social, Personal				
Tutors of the course, contact : Antal Lakner (lakner.antal@mome.hu) Balázs Vargha (vargha.balazs@mome.hu) Beáta Pintérné Sosity (beatasosity@mome.hu)				
Code: ER-GRA-MA-212202-03 ER-GRA-MA-212202-04	Curriculum place : MA	Recommended semester: 2.	Credit: 10	Number of lessons: 96 Individual student working hours: 204
Related codes:	Type: balanced	Can I add as custom? No	In case of free choice, special prerequisites:	
Course relations (prerequisites, parallels): prerequisite: -				
<ul style="list-style-type: none"> The aim of the course: Development of interdisciplinary design, creative and research methods Principles of the course: Problem-focused approach Research-based approach Process-oriented methods Complex professional specifics and theoretical knowledge 				
<ul style="list-style-type: none"> Learning outcomes (professional and general competencies to be developed): Knowledge: Has specialized knowledge of recognizing the authenticity of the design / creative practice of design graphics Understands the complexity and connections behind the professional issues and concepts of design graphics Has general and specialized knowledge of the processes and concepts underlying his / her own design / creative activities Has specialized knowledge of the main theories, principles, style epochs and trends of design graphics, the most important works of his works It has renewable independent knowledge He understands the philosophy of design graphics He is aware of analytical and critical thinking Are you sure you understand what creativity is and how to apply the creative skills you learn from design graphics to solve other types of problems He / she is thoroughly familiar with the most important materials and techniques on which the design / creative activities in the field of design graphics are based, as well as the conditions for carrying out the activities in his / her own professional specialization. Has a high level of specialized knowledge of traditional, classical and innovative materials, media, tools, techniques used in the field of design graphics, is familiar with the main technological, production, manufacturing processes and the conditions of carrying out the activities Understands and knows in detail the structure and connections of the main phases of the design / creative project He has a wide range of knowledge about the interfaces between parts of design graphics and between design / (audio) visual arts / architecture and other branches of art / disciplines, and the dynamic interactions between the creative and performing arts. / about the methods, implementation directions, possibilities serving as the basis of fundraising. 				

Ability:

- Able to manage and develop his own creativity
- Relying on the knowledge acquired during his / her studies, he / she is able to act and react creatively in complex, unexpected situations and requiring a new strategic approach; is able to make an adequate choice from its accumulated toolbox
- Focuses on the artistic aspects of design graphics, cultivates related arts at a high level and is aware of the world of contemporary art
- Analyzes and further develops his / her own graphic design / creative / art processes
- It adopts and incorporates various brought knowledge into its thinking
- He / she is able to apply his / her knowledge of the principles and contents of related fields to establish his / her own work
- He / she is able to effectively mobilize his / her creativity in the given design / creative / art process
- It adapts and develops design graphics skills, techniques, and technologies to new types of problems.
- Recognizes problems that can be solved by design graphics
- Develops and evaluates graphic design concepts
- Develops and analyzes idea development principles and practices that are well-suited to your own design / creative / artistic path
- Able to think in context
- Has all the routine technical skills that allow you to use your independent design / creative / artistic ideas in an individual way and
- Recognizes, identifies, reflects on the social needs related to his / her own design / creative / artistic activity
- It connects design graphic concepts with similar tools in other (related) fields (today)
- Able to incorporate elements of other artistic disciplines into his / her own design / creative / artistic activity in connection with his / her own work (or in cooperation with actors from other artistic branches)
- Able to communicate effectively during collaboration
- It communicates its own ideas and processes to clients and the general public
- Is able to enforce his / her own expectations regarding the performance of his / her own design / creative / artistic activity, as well as its system of conditions and appropriate circumstances; to this end, it communicates effectively and convincingly
- He has sophisticated critical judgment beyond his own field of expertise.
- He is able to think and create together with his own professional environment
- Able to build international relationships and collaborate with colleagues or students abroad in professional processes
- Able to think analytically and critically in the context of a given design / creative / artistic situation
- Able to systematize his analytical and critical thoughts with constructive results according to the goals of the given design / creative / artistic situation

Attitude:

It is characterized by critical, free thinking It is open to the world, by its operation it seeks to give meaning to its world It is oriented along values It strives for the social acquaintance and understanding of traditional and new approach works of art. He has a mature critical sense of the style trends of design / (audio) visual arts / architecture, his historical and contemporary works, his various design / creative practices and results. Openness and inclusion characterize his creative / designer approach It expands its internship and further training opportunities openly and consciously His graphic design creative activity is characterized by a high degree of

quality and value orientation, artistic sensitivity and intellectual approach. Socially sensitive and committed to choosing the theme of his plans and works of art and creating them He is committed to taking ecological aspects into account in his design / creative activities He is characterized by initiative, provocative in his professional gestures He is actively seeking collaboration with actors from other arts / disciplines He strives to build and nurture a professional relationship system It consciously strives to cross and exceed its own professional boundaries and the boundaries and traditional frameworks between disciplines. Actively looking for challenges and complex problems where you can use your professional knowledge and creativity to give adequate answers, create original works, individually or as members of a group He is actively looking for new knowledge, methods, creative, dynamic implementation possibilities

- Autonomy and responsibility:
- His professional self-perception is characterized by autonomy and self-knowledge Able to solve problems on its own His professional identity is clearly established It is characterized by creative power, independence, autonomy An autonomous, objective balance characterizes its design / creative operation It carries out its activities with environmental awareness Through his activities, he consciously and responsibly shapes his environment In the selection and delivery of the target audience of his socially sensitive and committed plans and works of art He regularly initiates, leads and shapes projects As a member of the project team, he is responsible for most of the large-scale design / (audio) visual arts / architecture and research and development projects.

- Topics to be processed within the course: Interdisciplinary Design and Research Methodology Autonomy and community responsibility Complex design methods Autonomous creative methods The role of creativity in design New design and creative horizons Boundaries of design graphics Design graphics in the light of contemporary technological possibilities Personal creative methods and research areas

- Peculiarities of learning organization / process organization: The course of the course, the nature of each session and their schedule (in the case of several teachers, even indicating the division of the teacher's contribution: Task description, topic consultation, description of goals and expectations (seminar, consultation) Expertise, methods of topic research (seminar) Extension of knowledge related to the topic and development of the criteria system (lecture, seminar) Problem map and analysis (consultation) Conscious structure of the creative process (consultation) Concept development (consultation) Impact analysis, test phase (consultation) Sketch design presentation (seminar) Technical construction Students' tasks and tasks: Active participation in seminars and consultations Documentation and presentation of the topic research, concept and creative process in the form of a presentation Technical preparation of plans. Learning environment: online classroom

- Evaluation: Requirements to be met: Study documenting the topic research (3,000 characters) Presentation showing: topic research concept structure phases of the creative process documentation of finished plans Presentation of digital product / result / mock-up / prototype Submission / upload of the design documentation by the specified deadline and according to the specified technical parameters Preparation and delivery of digital product / result / mock-up / prototype in photographic design Active participation in lessons min. 60% Evaluation method: written (evaluation of the study) oral answer, presentation Evaluation criteria: Coherence of the research-creative-construction process The content and aesthetic quality of the concept and the created solution

<ul style="list-style-type: none">• Calculation of the grade: Process (the quality of the entire research and design process and the content of the documentation) - 50% Product (the finished concept and the created solution, as well as the content and aesthetic quality of the documentation) - 50%
Required reading:
Other informations:
Recognition / validation principle of knowledge acquired elsewhere / previously:
Extracurricular consultation dates and locations:

Description of tasks

THE BOOK AS AN OBJECT

Course: MA1

Interdisciplinary Design and Research - Social

Supervisors: Antal Lakner, Balázs Vargha, Beáta Pintérmé Sosity

Task release: 21.02.2023

Assignment deadline:

21.02.– 03.23.2023 (Phase 1.)

04.11.04. – 05.11.2023 (Phase 2.)

Course dates:

Tuesday: 13:40 –16:30

Wednesday: (02.22., 03.22., 04.12., 05.10.) 13:40-16:30

Thursday: 13:40-16:30

Location:

MOME Master 206, Workshop

Topic

The theme of the course is the research and development of forms of communication that are independent of the spoken and written methods associated with the language(s). The basic premise of the course is based on the question of how a traditional medium can be brought into a completely new communicative situation.

The theme focuses on the book as a medium, but not in the traditional sense. The focus is not on the book as a mere print medium, but primarily as an object, a physical object. Is it able to communicate through the physical properties of an object stripped of its linguistic layers: its mass, its extension, its proportions, its shape, its material and other novel properties?

The task

To design a *book object* that processes and communicates the content of a literary or scientific work of the student's choice, on a social/personal theme or approach, without the use of a linguistic communication text. The object should reflect in some way the traditional structure of the book, but the aim is to develop innovative, creative solutions.

There are no technical or material constraints on the solution of the task, but the resulting object must be in some sense definable as a book. Please consider and take advantage of the other workshops offered to students by the department and MOME Techpark.

Research

An integral part of the assignment is a pair of research papers. The first is an analysis of the work of writing to be processed, its content, and its processing possibilities, supplemented by sketches. The second half of the research focuses on the historical and technical background and context of the book's structural and material properties, supplemented by its processing possibilities. The research seeks answers to the question of what are the criteria by which an object is perceived as a book, separated from its traditional function as a carrier of information, and where the boundaries of "bookishness" lie in this interpretation.

Completing the task

The result of the assignment must be completed and presented by the end of the assignment.

The whole period is divided into three basic stages, which end with partial deliverables:

1. Thematic research

- Analysis of the choice of topic.
- Finding and analysing background material, Analytical collection of national and international examples (study of similar or different but comparable institutions)
- Interpreting, analysing and organising the information gathered
- Preparation of a summary research paper summarizing the above, to be submitted by 23.03.03. (!), presenting the results of the research in the form of a text illustrated with pictures and diagrams (approx. 10,000 characters, without spaces)

2. Conceptual design

- Development of content concepts.
- Identify media, visual interfaces.
- Developing the visual character of projects.
- Preparation of sketches and visual plans showing the structure of the object.
- **Full conceptual design to be submitted by 23.03.2023.**
- The grade received here will be counted as a partial grade in the end-of-year course grade!

3. Implementation of the project

- Workbook, sketches, documentation of the design process.
- workshops, individually and in group
- **Making a 1:1 scale model!**
- **Final delivery of the completed book object and other materials: 05.11!**

4. Presentation, evaluation

11.05 Presentation of the processes and results of the whole design cycle.

Evaluation will take place on the last day of the course, at the same time as the final presentations, on 11/05/11. The grade obtained here will be counted as a partial grade in the end of year grade of the course!

Timetable

1. **Thematic research: 21.02–03.09.**
2. **Concept design, outline design (quarterly): 14/03-23/03.**
3. **Construction 1:1 mock-up: 04.11–10.05.**
4. **Presentation, evaluation: 11.05.**

Evaluation

Evaluation will take place on the last day of the course, at the same time as the **final presentations, on 11 May**. The grade obtained here will be counted as a grade point towards the end of the course grade!

Evaluation of the first phase: 23.03.2023.

Evaluation of the second phase: 11.05.2023.

Evaluation

The assessment of the semester planning cycle will be based on the partial results of the two planning phases of the semester, according to the analytical assessment criteria given.

The first evaluation will take place on 23 March, the last day of the first phase of the course, at the same time as the final presentations. The grade obtained here will be counted as a partial grade in the end-of-year grade of the course!

The evaluation of the second phase of the course will take place on 11 May.

Assessment criteria:

- depth of research and documentation
- thoughtfulness and structure of the concept,
- the quality of the visual designs
- the quality of the 1:1 mock-up
- quality of the presentation