Course Thematics

Course Title: Visual Identity / Print

Course Supervisor: Tamas, Marcell (marcell.tamas@mome.hu)

Code: ER-GRA-BA-212202-01	Curriculum place: BA	Recommended semester: 4.	Credit: 5	Number of Lessons: 48 Student working hours: 102
Related Codes:	Type: practice oriented	Can I add as optional? No	In case of optional, special prerequisites:	

Course relations (prerequisites, parallels): Design Basics

The aim of the Course
- Acquisition of basic graphic design skills in the professional areas of visual identity

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 design graphics
- Understands the different stages / phases of the creative / design process and how these are realized in your own creative / design work
- During his design / creative activity he steps out of the usual frameworks and develops new concepts and innovative solutions.
- He has a basic level of professional and technical knowledge to realize his design / creative / artistic ideas
- He knows the most important presentation tools, styles and channels used in his profession
- He has a basic knowledge of rhetorical forms and styles
- Has a basic knowledge of the connections between certain parts of his / her own art field, as well as other art branches and other disciplines, especially economic, health and social, and (info) technology disciplines
- He has a basic level of professional and technical knowledge to realize his design / creative / artistic ideas

Ability:
- Able to work consciously and creatively during the graphic design creative practice, to identify and solve routine professional problems
- Through his acquired knowledge he is able to integrate social, cultural, artistic, political, ecological, economic and ethical aspects in his design / creative activities
- It forms a well-informed opinion about design graphics concepts and solutions
- Collects and interprets relevant data to develop design / creative concepts

- It is able to make effective use of the technical, material and information resources on which its activities are based
- With his / her knowledge he / she is able to apply the appropriate tool, method and technology for the given design / creative process to implement his / her plans
- Based on the experience gained during his studies, he is able to analyze, process and manage the knowledge material, and he is able to enforce a critical attitude within his own branch of art.

Attitude:
- He consciously thinks about the social aspects of his works
- He participates openly and communicatively in the design or shaping of projects

Autonomy and responsibility:
- She is independently informed and implements her own artistic concepts
- It mobilizes your knowledge and skills in situations according to different technical requirements
- He accepts and authentically conveys the social role and values of his field

Topics to be processed within the course:
- Symbolization
- Basic issues of visual identity
- Branding
- Basic design methodological issues
- Peculiarities of the mechanism of action of print media
- Print-based manufacturing technology
- Desktop Publishing (DTP) Basics

Peculiarities of learning organization / process organization:
- Task description, topic consultation, description of goals and expectations (seminar, consultation)
- Expertise, methods of topic research (seminar)
- Professional and technical specifics (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 planning process (consultation)
- Concept development (consultation)
- Impact analysis, test phase (consultation)
- Sketch design presentation (seminar)
- Technical implementation, modeling, prototype (workshop)

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

Learning environment:
- classroom
- external location
- workshop

Evaluation:

Requirements to be met:
- Presentation showing:
- topic research
- concept design
- phases of the design process
- documentation of finished plans
- Presentation of a model / prototype
- Submission / upload of the design documentation by the specified deadline and according to the specified technical parameters
- Making and submitting a model / prototype in photo quality
- Active participation in lessons min. 60%

Evaluation method:
- oral answer, presentation

Evaluation criteria:
- Coherence of the research-design-implementation process
- The end result is a functional, aesthetic quality

Calculation of the grade:
- Process (quality level of the entire design process and documentation) - 50%
- Product (aesthetic quality of the finished design, mock-up / prototype and documentation) - 50%

Required reading:

Megg's History of Graphic Design, Philip B. Meggs, Alston W. Purvis, John Viley and Sons, 2016

Logo Design Love: A Guide to Creating Iconic Brand Identities, David Airey, New Riders, 2015

The Anatomy of Design, Steven Heller, Mirko Ilic, Rockport Publishers, 2007

Logo Modernism, Jens Muller, R. Roger Remington, Taschen, 2015

Pictograms Icons & Signs, Rayan Abdullah, Roger Hübner, Thames & Hudson, 2006

Recommended reading:

Umberto Eco: The name of the rose

Other informations:

Recognition / validation principle of knowledge acquired elsewhere / previously:

Extra-curricular consultation dates and locations:

Graphics Est event design

Course:
Visual Identity / Print
Supervisors:
Tamás Marcell
Guest teachers, lecturers:
Compact Studio
Assignment:
2023. 02/21. 13:40
Course dates:
Tuesday 1:40 p.m. to 4:30 p.m
Thursday 1:40 p.m. to 4:30 p.m

Topic

Creating the offline image of Grafika Est, a specialized event.

Content

The MOME Graphics department organizes Graphics Evenings every year, the aim of which is to establish and strengthen domestic, international and intergenerational professional relationships. Graphics Evenings, in addition to presenting domestic and foreign artists with significant professional references, also consider it of utmost importance to ensure the possibility of dialogue within the graphic arts profession and to present the constantly changing progressive trends in graphics.
Thus, the major created the following three sub-brands, within the framework of which events with different themes are organized:
MOME Graphics Est / Pro
invited international or domestic artist
presentations related to specialized workshops
MOME Graphics Evening / Talk
professional dialogue
professional discussions on special topics
MOME Graphics Evening / Fresh
inspirational presentations
student presentations on the latest trends and trends
The created image must have easily identifiable visual signs, however, it is extremely important that it represents the department's commitment to graphic, visual innovation and progressiveness, and that it is possible to update and update the frame image.

Task

Designing the MOME Grafika Est logo
color, black and white and inverse version
Designing logo mutations (Pro, Talk, Fresh)
Design of A/5 program guide (Pro, Talk, Fresh)
Designing an A2 poster (Pro, Talk, Fresh)
A/4 stop sign design (Pro, Talk, Fresh)
designing a horizontal molino (Pro, Talk, Fresh)
rollup design (size: 140 x 200 cm) (Pro, Talk, Fresh)
badge design (Pro, Talk, Fresh)
canvas bag design (general logo use)
T-Shirt design (general logo use)
ticket design (Pro, Talk, Fresh)
defining image fonts
definition of image colors

Completion of the Task

The final result of the task must be prepared and presented by the end of the 5-week course. The whole period is divided into three basic stages, each ends with partial achievements:

1. Topic Research

> + Research and analysis of background materials
> + Analytical collection of domestic and international examples

2. Design Concept

> + Developing a content concept
> + Definition of media and visual surfaces
> + Integration of the concept's sub-elements into a system
> + Designing the visual character of the project
> = Creation of sketches and renderings, which present the entire conceptual structure of the project

3. Implementation

+ Preparation of construction plans
+ Workshop work
+ Scenic plans

4. Presentetion

- Presentation showing the entire design process and the final result (research, visual designs, graphic world, identity)

Schedule

1. Inspirational lectures: 02/21

2. Concept design: 02/21

3. Final implementation: 03/21, 03/22

4. Presentation, evaluation: 03/23

Evaluation

The evaluation will take place on the last day of the course, at the same time as the closing presentations, on March 10 th. The grade obtained here will be included in the year-end grade of the course as a share!

Evaluation criteria:

PRINT
// the depth of the topic research
// the thoughtfulness and structure of the concept
// quality and originality of visual elements
// consistent application of the system
// functionality, usability, user-friendly design approach
// visual designs and quality of presentation