

Syllabus

<p>Course title: Contextual design - Screen</p> <p>Language of instruction: English</p> <p>Study year and semester: Autumn 2021/22</p>				
<p>Course coordinator(s) / lecturer(s): Marcell Tamás, Simon Péter Bence</p> <p>Contact details: Marcell Tamás (marcell.tamas@g.mome.hu)</p> <p>Simon Péter Bence (simon.peter.bence@g.mome.hu)</p>				
Level and Code:	Position in the Curriculum: BA	Recommended semester: from 2	Credits: 5	Teaching hours: 48 Student workload: 102
Related codes:	Type: lecture/ seminar/ <u>practice</u> <u>combined</u>	Is it open to sign-up as an elective? No	Specific pre-conditions to sign-up as an elective: -	
Interlinkages: (prerequisites, parallel units) -				
Aims and Principles: Acquisition of basic graphic design skills in the professional areas of visual content delivery				
<p>Intended learning outcomes (professional and transitive competencies):</p> <p>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 they are implemented in your own creative / design work During his design / creative activity he steps out of the usual frameworks and new concepts, develops innovative solutions Realization of design / creative / artistic ideas with basic professional and technical knowledge You are familiar with the various presentation tools, styles and channels used in your profession It is related to basic knowledge about rhetorical forms and styles Parts of one's own art sector with basic knowledge, other branches of art and other disciplines, with emphasis on the links between economic, health and social and (info) technology disciplines Realization of design / creative / artistic ideas with basic professional and technical knowledge</p> <p>Skills:</p> <p>Able to work consciously and creatively during the graphic design creative practice, to identify and solve routine professional problems Through his / her acquired knowledge he / she is able to integrate social, cultural, artistic, political, ecological, economic and ethical aspects in his / her 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 Through 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.</p> <p>Attitudes/attributes: He consciously thinks about the social aspects of his works He participates openly and communicatively in the design or shaping of projects</p>				

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

Course content (topics and themes): film, film poster, mosquito, typography

Specificity of the learning process: The course of the course, the nature of each session and their schedule (in 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)
Professional and technical specifics (seminar)
Expansion of knowledge on 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)

Teaching method: 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

Schedule:

Assessment: 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 mock-up / prototype in photographic quality
Active participation in lessons min. 60%

Assignments:

Assessment method: oral answer, presentation

Assessment criteria: Coherence of the research-design-implementation process

The functional, aesthetic quality of the end result

Calculation of grade: (weights of the achievements, assignments; ranges of rates or points) Process (quality level of the entire design process and documentation) - 50%

Product (aesthetic quality of the finished design, mock-up / prototype and documentation) - 50%

Recommended readings:

- Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles, Amy Graver, Ben Jura
- Editorial Design: Digital and Print, Yolanda Zappaterra, Cath Caldwell
- Making and Breaking the Grid, Second Edition, Updated and Expanded, Timothy Samara
- Grid Systems in Graphic Design : A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers, Josef Müller-Brockmann
- Layout Essentials Revised and Updated:100 Design Principles for Using Grids, Beth Tondreau
- Page Design: Printed Matter and Editorial Design, Wang Shaoqiang
- Know Your Onions: Graphic Design, Drew de Soto
- Design School: Layout, Richard Poulin

Further readings, documents, sources:

Additional information:

Prior learning recognition (based on application):

- *recognition is not applicable*
- *partial recognition may apply*
- *full recognition may apply*

Schedule and venue for personal consultation: