

Course Thematics

Course Title: Visual Identity / Print				
Course Supervisors: Tamas, Marcell (marcell.tamas@g.mome.hu) László, Herbszt (laszlo.herbszt@gmail.com)				
Code: ER-GRA-BA-212202-01	Curriculum place: BA	Recommended semester: 2.	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				
<p>The aim of the Course</p> <ul style="list-style-type: none"> Acquisition of basic graphic design skills in the professional areas of visual identity <p>Principles of the course:</p> <ul style="list-style-type: none"> Practical situations Problem-focused approach Process-oriented methods Integrated professional specifics and theoretical knowledge 				
<p>Learning outcomes (professional and general competencies to be developed):</p> <p>Knowledge:</p> <ul style="list-style-type: none"> 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 <p>Ability:</p> <ul style="list-style-type: none"> 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:

9_25 Channel

Course:

Visual Identity 1. / Print

Supervisors:

Tamás Marcell

László Herbszt

Guest teachers, lecturers:

Classmate Studio

Balázs Vargha, András Monory Mész

Peter Chef

Assignment:

February 8, 2022 1:40 PM

Course dates:

Tuesday 13: 40-16: 30

Thursday 13: 40–16: 30

Location:

Online (B_303)

Topic

Visual positioning of a fictitious television channel and creating an offline image.

Content

The target group of the image of the 9_25 television channel is primarily the 20-35 age group focusing on design and contemporary art. When designing the channel, it is especially important to create a functional graphic image that enables practical applications, but at the same time explicitly (!) Emphasizes contemporary graphic tendencies. The peculiarity of the visual concept of the channel is that the image of the channel is adjusted to the current trends every year. So it is necessary to create an image that allows for flexible changes, yet defines the fundamentals that make the channel unique and identifiable during current transformations.

Task

The printed corporate identity of the 9_25 television channel.

black and white or color channel logo appearance
business card
stationery
envelope
folder
wayfinding elements (min.2 outdoor, min 2 indoor)
billboard base
city light base
vehicle graphics
roll up
banner
image manual (font and color codes, summary of applications)

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

- + Searching for, and analyzing background materials
- + Analytical collection of domestic and international examples

2. Design Concept

- + Content concept development
- + Defining media, visual interfaces
- + Integrating the elements of the concept into the system
- + Creating the visual character of the project
- = Preparation of sketch and visual plans that show the complete conceptual structure of the project

3. Implementation

- + Preparation of construction plans
- + Workshop
- + Visual designs

4. Presentation

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

Schedule

1. Thematic research: February 08 - 10. + Inspirational lectures

2. Concept planning: February 08-17.

3. Construction: February 22 - March 09

4. Presentation, evaluation: March 10.

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