

Course Thematics

Title: Communication Design / Print				
Tutors of the course, contact: Nagy László (nagy.laszlo@g.mome.hu) ; Ulrich Sára (ulrichsara@gmail.com)				
Code: ER-GRA-BA-212202-03	Curriculum place: BA	Recommended semester: 2.	Credit: 5	Number of Lessons: 48 Student working hours: 102
Related Codes:	Type: balanced	Can I add as custom? No	In case of free choice, 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 communication design <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 students' design / creative activity he/she steps out of the usual frameworks and develops new concepts and innovative solutions. Students has a basic level of professional and technical knowledge to realize their design / creative / artistic ideas Students knows the most important presentation tools, styles and channels used in his profession Students has a basic knowledge of rhetorical forms and styles Students has a basic knowledge of the connections between certain parts of their own art field, as well as other art branches and other disciplines, especially economic, health and social, and (info) technology disciplines Students has a basic level of professional and technical knowledge to realize their 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 students acquired knowledge able to integrate social, cultural, artistic, political, ecological, economic and ethical aspects in their 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
- They are able to make effective use of the technical, material and information resources on which its activities are based
- Through students knowledge able to apply the appropriate tool, method and technology for the given design / creative process to implement their plans
- Based on the experience gained during their studies, students are able to analyze, process and manage the knowledge material, and students are able to enforce a critical attitude within his own branch of art

Attitude:

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

Autonomy and responsibility:

- Students are independently informed and implements their own artistic concepts
- It mobilizes your knowledge and skills in situations according to different technical requirements
- Students accepts and authentically conveys the social role and values of their field

Topics to be processed within the course:

- Visual communication
- Publication design
- Illustration
- Print based infodesign
- 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:

- 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)
- 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 mock-up / prototype in photographic 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 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:

- Derek Yates, Jessie Price: Communication Design: Insights from the Creative Industries, 2015, Bloomsbury
- Jonathan Baldwin, Lucienne Roberts: Visual Communication - From Theory to Practice, 2006, Bloomsbury
- Gavin Ambrose: Design Thinking for Visual Communication, 2017, Bloomsbury
Sophie Cure and Aurélien Farina: Graphic Design Play Book - An Exploration of Visual Thinking, 2019, Laurence King
- Josef Müller-Brockmann: Grid systems in graphic design - A visual communication manual for graphic designers, typographers and three dimensional designers, 1996, Niggli

Further information:

Recognition validation of knowledge acquired previously:

Extracurricular consultation dates and locations:

Task Description

MOME Library: book series design

Course:

Communication Design 1. – Print

Topic Leaders:

Nagy László

Ulrich Sára

Technical Support:

Szili József

Start:

12/04/2022.

Date of Courses:

Week 9–14.

Tuesday, Wednesday, Thursday: 13:40–16:30

Location:

Week 9–11.: Room M_012A or online

Week 11–13.: Base Graphic Home Space or online / MOME Two T/111 Graphic Workshop

Topic

// Book series design for MOME's Institutional Publications

// Design fields: publication design, visual communication, illustration

Content

MOME considers it important that in the near future, professional and practical trainers will be able to share their theoretical and practical knowledge in written form with students or the wider professional audience in the form of a university note or textbook. This effort will be accompanied by a unified university library image. The task is the students design of an image that can be integrated into the current MOME brand guide and a series of publications for the institutes.

Students will start their design after the first week of the professional introductory lecture on identity design and book series design.

They will then design book series layouts and mutations for MOME institutes. In addition, a complete design (with finalised internal and external content) and production of a sample publication will be part of the project.

At the end of the assignment, a printed mock-up of the complete sample publication and the 1:1 scale of the layout series mutations for the institute will be presented.

Completion of the task

1. Theoretical foundations

- + Theoretical context of the history of graphic design and typography
- + Comparison of book series
- + Presentation and comparison of impact and case studies of book design
- + Analysis and presentation of examples of national and international book series

2. Concept design

- + Developing a content concept
- + Definition of media, visual interfaces
- + Systematising the elements of the concept
- + Developing the visual character of the project
- = Preparation of sketches and visual plans showing the overall conceptual design of the project

3. Execution

- + Layout design
 - + Workshop work
 - + Pre-press
 - + Mock-up, printing
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1. Schedule

1. Theoretical preparation: from 12 April
 2. Concept planning: from 18 April
 3. Implementation: from 25 April
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Evaluation

The assessment will take place on the last day of the course, at the same time as the final presentations, on 5 May.

Evaluation criteria:

- // application of basic professional, typography, image processing and printing rules
- // interpretability and impact of the visual concept
- // consistent maintenance of visual and structural unity
- // graphic visuals