

Course Thematics

Title: Communication Design 1. / Screen				
Tutors of the course, contact: Nagy István (nagy.istvan@g.mome.hu), Vatóny Szabolcs				
Code: ER-GRA-BA-212202-04	Curriculum place: BA	Recommend ed 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
- Students are able to make effective use of the technical, material and information resources on which its activities are based
- Through students knowledge he/she is 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
- Online publication design
- Illustration
- Digital infodesign
- Basic design methodology issues
- Peculiarities of the mechanism of action of online media
- Screen based manufacturing technology

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
- Creating and presenting a digital model / prototype
- Submission / upload of the design documentation by the specified deadline and according to the specified technical parameters
- 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 informations:

Recognition validation of knowledge acquired previously:

Extracurricular consultation dates and locations:

Task description

MOME Online Library: Wikonomy

Course type:

Communication design - Screen

Course Supervisors:

Nagy István

Vatány Szabolcs

Task Release:

04/12/2022

Course dates:

9–14. Week

Tuesday, Thursday: 13:40–16:30

Location:

9-11. Week: M_012A or online

11–14. Week: MOME Base or online

Topic

// Design of a website for community use, following the Wikonomia genre in terms of structure and logic.

Content

For the task, the principle of Wikonomia and successful practical examples can serve as a formal model. The best known of these is Wikipedia, which builds on volunteering, community, collective value creation and sharing, cooperation knowledge sharing.

The aim is to create a digital platform with rich initial content, which can be further developed and shaped in "real time" by the professional community, thus providing a framework for knowledge and experience that is constantly and dynamically changing. The site is an invitation to collaborate and produce content. In a spiritual sense, it is an open source platform that goes far beyond the zone that one person can enter in space and time as an author or instructor, since the content is edited, built, updated, and used by many people in time and space.

The site evokes the theoretical foundations, design processes, methodological knowledge, creative concepts, technological processes, media, styles, eras, actors, from a methodological point of view, as an alternative to chronological topic management, and allows space for organic search and content production approaches. In its methodology and content structure, this means that it tries to create conceptual sets, taggable keywords, and simple, easily understandable and concrete professional vocabulary.

The main objective is to make the interface a useful teaching tool for all those involved in vocational education and training - students, teachers, developers. The aim is to offer a dynamic digital platform for all stakeholders in the Graphic Design Department, based on the Wikonomia principle of collaborative knowledge sharing and development, which can be continuously adapted by others. Its modular structure allows it to be freely developed by anyone within the university, while its simple and practical logical structure and the connections it offers make it an experiential knowledge base.

Completion of the task

1. Theoretical foundations

- + To get acquainted with the theoretical connections of the history of design graphics and typography + Learn and compare online typography, graphic history games + Domestic and international, collection, analysis and presentation of examples

2. Concept design

- + 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. Construction

- + Layout planning
 - + Website design
 - + Virtual visuals / scene photos
 - + Demo site realize
-

Schedule

- 1. Theoretical preparations:** From 12 April
 - 2. Concept design:** From 18 April
 - 3. Execution:** From 25 April
-

Evaluation

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

Evaluation criteria:

- // application of basic professional, layout, image processing, rules
- // the interpretability and effect of the visual concept
- // consistent maintenance of visual and structural unity
- // graphic visual world, quality, progressivity
- // functionality