Syllabus

Course title: Contextual Design PRINT				
Language of instruction: English Study year and semester: Autumn 2021/22				
Course coordinator(s) / lecturer(s): László Nagy				
Contact details: nagy.laszlo@g.mome.hu				
Level and Code: ER-GRA-BA-20212201-02	Position in the Curriculum: BA	Recommended semester: 3	Credits: 5	Teaching hours: 48 Student workload: 102
Related codes:	Type: lecture/ seminar/practice combined	Is it open to sign-up as an elective? No	Specific pre-conditions to sign-up as an elective: -	
Interlinkages: (prerequisites, parallel units): Visual Identity 1., Communication Design 1.				

Aim:
Acquire basic graphic design skills in the professional areas of visual content delivery

Principles:
- Practical situations
- Problem-focused approach
- Process-oriented methods
- Integrated professional specifications and theoretical knowledge

Knowledge:
- Knowledge of basic methods of idea development, evaluation and selection in graphic design
- Understands the different stages/phases of the creative/design process and how these are realised in his/her own creative/design work
- In the course of his/her design/creative work, he/she steps outside the usual frameworks and develops new concepts and innovative solutions
- Have a basic level of professional and technical knowledge to realise their design/creative/ artistic ideas
- Knowledge of the main presentation tools, styles and channels used in the profession
- Basic knowledge of rhetorical forms and styles
- Has a basic knowledge of the links between parts of his/her own field of art and other fields of art and other disciplines, in particular economic, health and social, information-technology disciplines
- have a basic level of professional and technical knowledge to realise their design/creative/ artistic vision

Ability to:
- Ability to work consciously and creatively, identify and solve routine professional problems in the practice of graphic design
- Ability to integrate social, cultural, artistic, political, ecological, economic and ethical aspect in design/creative practice
- Forms well-informed opinions on graphic design concepts and solutions
- Collects and interprets relevant data to develop design/creative concepts
- Ability to use effectively the technical, material and information resources on which his/her work is based
- Is able to use the appropriate tools, methods and technologies for the design/creative process

to realise his/her designs
- Ability to analyse, process and manage knowledge and to apply a critical approach within his/her own field of art, drawing on the experience acquired during his/her studies

Attitude:
- Consciously reflects on the social implications of his/her work
- Participates in the development or shaping of projects in an open and communicative way

Autonomy and responsibility:
- Independently orientates and implements his/her own artistic concepts
- Independently and autonomously expresses his/her own ideas and abilities
- Accepts and authentically communicates the social role and values of his/her field of expertise

Course content (topics and themes):

Movie Poster Design

Topic
Designing film posters for specific Hungarian and international cinematographic works.

The aim of the assignment is to reinterpret and present the graphic traditions, poster art values and creative possibilities of previous decades/centuries. In contrast to the current trend in film posters, where the dominant motifs of the film and the representation of the characters predominate, autonomous film posters are the surface of the personal relationship, experiences and visions of the graphic designer, his/her individual graphic vision, way of thinking and visual creativity.

Content
The task is not to paraphrase or rework the original posters of the given films, or to recall their visual and typographic stereotypes, but to visually represent your own personal experiences, thoughts and ideas. The aim is to create posters for a given film, in a contemporary graphic approach, but in all cases functional posters that consciously and clearly communicate the content. An important element of the task is the symbolic, figurative, abstract and illustrative(!) representation of the film's ideas. The posters should form a visual series with each other, but also have a distinct character. An important part of the task is the mutational adaptation of visual content to different printed surfaces.

How to complete the task:

The final assignment must be completed and presented by the end of the 6-week course. The whole period is divided into three basic stages, which end with partial assignments.

1. Introduction, knowledge section
    Watch the films!
- *Long Twilight* directed by Attila Janisch
- *Werckmeister Harmonies* directed by Béla Tarr and Ágnes Hranitzky
- *Requiem for a Dream* directed by Darren Aronofsky
- *The Fifth Seal* directed by Zoltán Fábri
- *Blue Velvet* directed by David Lynch
- *The Graduate* directed by Mike Nichols

- Selection of three films
- Collection of original or adapted posters of selected films
- Collection of illustrative examples

2. Concept planning, sketches, ideas
- Present at least 3 graphic directions! Sketches, drawings, concept designs.
- Designing an illustrative world, details, colour, formal and drawing rehearsals, stylistic exercises

- Design of a typographic system
- Making proofs, typographic dimensions, proportion tests, in the form of prints

3. Execution

Design documentation
- Three 70 X 100 posters for different films
- All three posters must be printed in their original size.

Preparation of mutation adaptations according to the following parameters:
- 1/1 size: 168×223 mm, with bleed: 178×233 mm
- 1/2 vertical size: 84×223 mm, with bleed: 94×233 mm
- 1/2 horizontal size: 168×111,5 mm, with bleed: 178×121,5 mm

4. Presentation
- Presentation showing the complete design process and final result (sketches, design process, test prints, pdf presentation)
- Presentation of printed posters

Calculation of grade:

The assessment will take place on the last day of the course, at the same time as the final presentations, on 2nd of December. The grade received here will be counted as a grade point towards the end of the year grade for the course!

Assessment criteria:
- Character of illustration
- imaginativeness, thoughtfulness and visual originality of poster graphics
- Character and professionalism of typographic solutions
- Quality of visual series
- The quality of the visual design and presentation

Schedule and venue for consultation:
- Introduction: 02.11. – 04.11
- Concept design: 09.11. – 25.11
- Implementation: 30.11 – 01.12
- Presentation, evaluation: 02.12.

Assignment publishing:

02.11.2021. 13:40

Course dates:

Tuesday 13:40-16:30

Wednesday 13:40-16:30 (only the first and the last weeks)

Thursday 13:40-16:30

Location:

B_302, online in case of Covid