

## Syllabus

Course title: Creative Strategies PRINT				
Language of instruction: English				
Study year and semester: Autumn 2021/22				
Course coordinators / lecturers: László Nagy, László Falvai				
Contact details: <a href="mailto:nagy.laszlo@g.mome.hu">nagy.laszlo@g.mome.hu</a>				
Level and Code: ER-GRA-BA-2020211-01	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 2., Communication Design 2.				
Aim: Develop graphic design skills in the professional areas of marketing communication				
Principles: <ul style="list-style-type: none"><li>● Practical situations</li><li>● Problem-focused approach</li><li>● Process-oriented methods</li><li>● Integrated integration of professional specifications and theoretical knowledge</li></ul>				
Intended learning outcomes (professional and transitive competencies):				
Knowledge: <ul style="list-style-type: none"><li>● Proficient in industry-specific design methodology</li><li>● High level of professional and technical knowledge to realise your design/creative/artistic vision</li><li>● Knowledge of basic design theory concepts and past and contemporary applications of graphic design</li><li>● Broad knowledge of the nature and development of creativity</li></ul>				
Ability: <ul style="list-style-type: none"><li>● Use knowledge, intuition and ideas as a driving force to develop and apply design/creative concepts</li><li>● Ability to apply creativity in a complex way</li><li>● Ability to work consciously and creatively, identifying and solving routine professional problems in the practice of graphic design</li><li>● Ability to integrate social, cultural, artistic, political, ecological, economic and ethical aspects in his/her design/creative practice</li><li>● Forms well-informed opinions on graphic design concepts and solutions</li><li>● Collects and interprets relevant data to develop design/creative concepts</li><li>● Ability to apply the ethical standards of the profession</li><li>● Designs and manages small-scale graphic design projects using a professional design methodology</li></ul>				
Attitude: <ul style="list-style-type: none"><li>● Awareness of the position of graphic design in social, cultural, artistic, political, ecological, economic and ethical contexts</li><li>● Inclusive, tolerant and empathetic towards different social and cultural groups and communities</li><li>● Open to new knowledge, methods, creative and dynamic ways of implementation</li></ul>				

- Strives to respect the ethical standards of his/her profession
- Open to other artistic disciplines/disciplines, seeking cooperation and clear communication with those involved
- Seeks interdisciplinarity in his/her creative/design work, where relevant
- Awareness of the position of graphic design in social, cultural, artistic, political, ecological, economic and ethical contexts

Autonomy and responsibility:

- Independently orientates and realises his/her own artistic concepts
- Self-determination and self-determination of her/his own artistic practice
- Developed and consolidated taste and critical faculties
- As a member of the design/creative project team, takes responsibility for small parts of large-scale graphic design projects
- Recognises the community and social impact of the designer/creator's artistic activity
- Accepts and authentically communicates the social role and values of his/her field
- Ability to work as an employee, to work in employee and subcontractor situations

Course content (topics and themes):

**Buy Nothing Day – Print Protest Campaign 2021**

Topic

Designing a social awareness print campaign to support and promote the Buy Nothing Day 2021 international movement.

Content

In Hungary in 2004, and in more than sixty countries around the world since 1992, environmental and other consumerist organisations have been using the last Friday in November to draw attention to the fact that the overconsumption dictated by our civilisation has numerous harmful environmental and social consequences. The ideals of advertising and the mainstream media, which have influenced our world view since we were children, encourage us to have as many needs as possible, as quickly as possible and as cheaply as possible. In the meantime, attention is being diverted from the fact that the production of products that sustain consumer happiness is often unsustainable in the long term.

The aim of the exercise is to inform the public objectively about the key messages of the event through a creative print campaign, and to involve them as widely as possible in the movement, motivating them to participate in the long term.

[https://en.wikipedia.org/wiki/Buy\\_Nothing\\_Day](https://en.wikipedia.org/wiki/Buy_Nothing_Day)

<https://www.daysoftheyear.com/days/buy-nothing-day/>

The challenge

The assignment is to develop the identity and creative print design for a campaign to promote the event for individually selected public, press and experimental/ambient/guerrilla marketing type marketing and media platforms.

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. Theoretical foundations

- Understanding the Buy Nothing Day movement and analysing its messages
- Collecting examples of similar social awareness campaigns
- Develop a campaign strategy/short brief
- Collection/creation of slogans and slogans

## 2. Concept planning

- Development of a content concept
- Definition of media, visual interfaces
- Systematising the elements of the campaign concept
- Developing the visual character of the project
- Preparation of sketches and visuals showing the overall conceptual design of the campaign

## 3. Execution

- Documentation of the basic visual elements of the campaign
- Full graphic design of the print media assets assigned to the campaign

## 4. Presentation

- Presentation of the entire design process and final result (sketches, design process, proofs, pdf presentation)

### Calculation of grade:

The assessment will take place on the last day of the course, at the same time as the final presentations, on 7<sup>th</sup> of October. The grade received here will be counted as a grade point towards the end of the year grade for the course!

### Assessment criteria:

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

### Schedule and venue for consultation:

- Introduction: 07.09. – 10.09
- 13.09 – 17.09.
- Execution: 20.09. – 06.10.
- Presentation and evaluation: 07.10.

### Assignment publishing:

2021. 07.09., 13:40

### Consultations:

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