**Course Thematics**

|  |
| --- |
| Course Title: Visual Identity 1. / Print |
| Course Supervisors: Balázs, Vargha (vargha.b@g.mome.hu)Péter Bence, Simon (simon.peter.bence@g.mome.hu) |
| Code:ER-GRA-BA-202102-01 | Curriculum place:BA | Recommended semester: 2. | Credit:5 | Number of Lessons: 48Student 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 |
| The aim of the Course* Acquisition of basic graphic design skills in the professional areas of visual identity

Principles of the course: * Practical situations
* Problem-focused approach
* Process-oriented methods
* Integrated professional specifics and theoretical knowledge
 |
| Learning outcomes (professional and general competencies to be developed):Knowledge:* 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

Ability:* 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, 2016Logo 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, 2015Pictograms 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:  |

*Central Library*

**Course type:**

Visual Identity 1. / Print

**Course Supervisors:**

Balázs Vargha

Péter Bence, Simon

Tamás Kósa

**Lectures:**

Tamás Mészáros OSZK Főoszt.vez.

DE\_FORM

**Task Release:**

13:40 09. febr. 2021.

**Course dates:**

Tuesday 13:40–16:30

Wednesday 13:40–16:30

Thursday 13:40–16:30

**Location:**

Online ( BA student workspace, B\_303)

## Topic

What Library means for the poeple today, and for the people of the future.

// features of visual identity // symbolization // logo - image - branding // visual systems // multiplatform communication

The course deals with the concept of brand, visual identity (image systems, typographic solutions).

## Content

From Alexandria to the present day, the library is a place to record documents. At the dawn of literacy, the power of knowledge, the possession of knowledge, was attached to it. Today, the systematic publication of all archived knowledge useful to society, is one of the tasks of the library.

A library today has not only paper-based documents, but it also preserves all kinds of audio, verbal and visual digital content.

It is a diverse institution, in addition to its scientific function, it is a cultural program organizer, content provider, and a venue for community events. It’s social importance is also evidenced by the fact that the largest library (New York Public Library) has 18 million visitors a year, rivaling the most popular entertainment venues. In the case of a library, the user-centered organization of a huge amount of data and the orientation of visitors require extremely diverse planning. A real test of visual identity.

In addition to the external and internal visual communication of the complex image, in the general sense, several library-specific elements are used, this includes such as visualization that allows data to be organized according to different aspects to help search and access documents, and control systems to help with physical movement and research.

## Task

The task is a complete visual program for the communication of an EU-run library, the EU Knowledge Center network, to be established in all European Union countries (currently existing only as a fiction). Building a visual identity that is about free access to the EU's cultural values. Inventing the future roles of this library, developing a physical and virtual identity with appropriate content (printed content, installation, spatial design, architectural element, ...).

## 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. Presentetion

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

## Schedule

#### 1. Thematic research: 09–11. Feb. / Presentation: 16. Feb.

#### 2. Concept design: 18–25. Feb.

#### 3. Execution: 02–10. March.

#### 4. Presentation, evaluation: 11. March.

## Evaluation

The evaluation will take place on the last day of the course, at the same time as the closing presentations, on March 11th. 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