**Course Thematics**

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| Title: Communication Design 1. / Screen |
| Tutors of the course, contact:Marcell Tamás (marcell.tamas@g.mome.hu)- Compact Stúdió - Bálint Gábor- Frank Béla |
| Code:ER-GRA-BA-202102-04 | Curriculum place: BA | Recommended semester: 2. | Credit: 10 | Number of Lessons: 48Student 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 |
| **The aim of the course:*** Acquisition of basic graphic design skills in the professional areas of communication design

**Principles of the course:*** Practical situations
* Problem-focused approach
* Process-oriented methods
* Integrated professional specifics and theoretical knowledge
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| **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 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
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| **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
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| **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
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| **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
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| **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%
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| **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
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| Further informations: |
| Recognition validation of knowledge acquired previously:  |
| Extracurricular consultation dates and locations:  |

Task description

**GraphiCard**

**Course type:**

Communication design - Screen

**Course Supervisors:**

Marcell Tamás

**Lectures:**

Bálint Gábor – Magyar Társasjátékos Egyesület (MATE)

Frank Béla

Co-mpact studio

**Technical assistance:**

Co-mpact studio

**Task Release:**

2021. 03. 30.

**Course dates:**

9–14. Seven

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

**Location:**

9-11. week: Online

11–13. week: Online /

## Topic

// Designing a card-based board game in the field of design graphics and typography theory // design areas: game design, packaging

## Content

Basic knowledge of design graphics and typography can be interesting and important not only for those working in the profession, but for all those who deal with design art. Acquiring this theoretical body of knowledge can seem tedious or difficult at first glance. An urban AR poster series and game can make it easier to understand these often complex content and contexts. Students will begin designing urban AR typographic posters and games after a first week of professional introductory presentation on packaging design, card-based board games, and game design, as well as AR poster projects and experimental typography options. The game requires the development of a visual and content concept for a series of 50 50x70 AR posters placed in an urban space and the associated website design. The theoretical content of the posters is given to the students in advance.

## 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

+ PRINT

+ AR poster design

+ Virtual visuals / scene photos

+ Printing

## Scheduling

#### Theoretical preparations: From March 30

#### Concept design: April 13th 3.

#### Execution: From April 20

## Evaluation

The evaluation will take place on the last day of the course, at the same time as the final presentations, on May 6th.

### 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