**Course Thematics**

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| Personal Design |
| Tutors of the course, contact: Nagy László nagy.laszlo@g.mome.hu, Hegyi Béla, bhegyi@g.mome.hu Láng Kristóf |
| Code:ER-GRA-BA-202102-05  | Curriculum place: BA | Recommended semester: 6. | Credit: 20 | Number of Lessons: 96Student working hours: 204 |
| Related Codes: | Type: balanced | Can I add as custom? No | In case of free choice, special prerequisites: |
| Course relations (prerequisites, parallels):Creative strategies 2. + Contextual Design 2. |
| **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**:* Students has a comprehensive knowledge of the processes and concepts underlying design / creative activities in the field of graphics
* Students has extensive knowledge and critical understanding of the art of design graphics, typical topics, and debates
* Students are aware of the ethical rules for design / (audio) visual arts, copyright
* Students has basic knowledge of starting and running your own business (legal, financial, commercial, etc.)
* They focus on the basic content and general principles of some other areas related to design graphics (eg economy, culture, futures, ecology, technology).
* Students has comprehensive knowledge of design graphics, the creative industry as a profession, and as part of the cultural institutional system

**Ability:*** Able to apply the ethical standards of his profession
* Designs and manages small-scale design graphics projects using a profession-specific design methodology.
* Students are able to explain the principles of his own profession to people outside his profession
* Students are able to apply his / her knowledge in different institutional contexts in accordance with professional expectations
* They applies the results of scientific research and its own practical research in design graphics and concepts under supervision

**Attitude:*** In students work as a creator / designer, where relevant, he strives for interdisciplinarity
* Aware of the position of design graphics in social, cultural, artistic, political, ecological, economic and ethical contexts

**Autonomy and responsibility:*** Able to be self-employed in the labor market
* Students are independently informed and implements her own artistic concepts
* Students has professional orientation has developed
* Students an established and solidified taste and a critical sense
* Students participates openly and communicatively in the design or shaping of projects
* As a member of the design / creation project team, you are responsible for small parts of large-scale design graphics projects.
* Recognizes the community and social impacts of his / her artistic activity as a designer / creator
* Students accepts and authentically conveys the social role and values ​​of his field
* Able to work as an employee, get involved in employee, subcontracting situations
* Able to be self-employed in the labor market

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| **Topics to be processed within the course:*** complex design graphics programs
* multimedia situations
* professional representation and self-promotion
* design responsibility issues
* professional ethics
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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 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:*** BA home space
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| **Evaluation:****Requirements to be met / Presentation showing:*** topic research
* concept design
* phases of the design process
* documentation of finished plans
* Submission / upload of the design documentation by the specified deadline and according to the specified technical parameters
* Creating, presenting and uploading visual plans and mock-up plans
* Active participation in online lessons min. 60%

**Evaluation method:*** online presentation
* online questionnaire
* evaluation of uploaded materials

**Evaluation criteria:*** Coherence of the research-design-visual design process
* The functional, aesthetic quality of the end result
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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:*** 3) Malcolm Barnard: *Graphic Design as Communication*, Routledge, 2005
* 4) Russ Tom: *Sustainability and Design Ethics*, CRC Press, 2010
* 5) Chan Chiu-Shui: *Style and Creativity in Design*, Springer Verlag, 2015
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| Further informations: |
| Extracurricular consultation dates and locations:  |
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**Task 1.**

**Outer Space Travel Center**

**Course type:** Personal Design (Task 1.)

**Supervisor:** Nagy László

**Technical Support:** Szili József

**Task Release:** 09/02/2021

**Course dates:**

**Week 2-6:** Tuesday, Thursday: 13:40 – 16:30

**Location:**

**Week 2-6:** Online

**Topic:**

Design the image and campaign materials of the Outer Space tourism center.

**Content:**

In the future, the Outer Space Travel Center will be able to transport travelers from Earth to the planets and moons of our solar system. To support this program, an international space tourism center has been set up to promote planets of different characters to space tourists.

**The task:**

Reserach and analyze the characteristics of the four Earth-type and four gas-giant planets of the solar system from a tourism perspective. Design and develop the image of the International Space Tourism Center with the name Outer Space as a central element. Then create an online, offline, or hybrid tourism campaign that promotes travel options in the solar system.

In the campaign, take into account the natural, weather, gravitational and other characteristics of the given planet, gas giant, asteroid or moon, and through these, develop the campaign concept. The campaign attitude and tonality should be positive and illustrative from a tourism point of view.

**Visual examples:**

https://solarsystem.nasa.gov/resources/17609/visions-of-the-future-saturn-tour/

https://www.latimes.com/science/sciencenow/la-sci-sn-nasa-jpl-space-posters-20160212-pg-photogallery.html

https://www.sciencealert.com/nasa-just-released-more-awesome-space-tourism-posters

<https://www.pinterest.com/isaacheinlein/solar-system-travel-posters/>

**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, which end with partial achievements:

**1. Topic research**

* Analysis of the topic
* Searching for and analyzing background materials
* Analytical collection of domestic and international examples (study of similar or even different, but still comparable situations)
* Interpretation, analysis and systematization of the collected information
* Preparation of a summary research study summarizing the above, which presents the results of the topic research in the form of text illustrated with pictures and figures (approx. 3000 characters, without spaces)

**2. Concept design**

- Development of content concept

- Definition of media, visual surfaces

- 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**

- Layout

- Workshop

- Prepress/Printing (optionally)

**4. Presentation**

Presentation of the entire design process and the end result

#### Schedule:

#### 1. Topic research: 09/02 – 11/02

#### 2. Concept design: 16/02 – 18/02 (mid-term presentation: 18/02)

#### 3. Implementation: 23/02 – 10/03

#### 4. Presentation: 11/03 (online)

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**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.

**Evaluation criteria:**

// the depth of the topic research

// the thoughtfulness and structure of the concept

// thinking in a system

// the quality of the visual designs and presentation

2. feladat

Szaljut—1 / társasjáték

**Kurzus:**

Személyes design (2. feladat)

**Témavezetők:**

Hegyi Béla

Láng Kristóf

**Vendégtanárok, előadók:**

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**Feladatkiadás:**

2021. 03. 30., 13:40

**A kurzus időpontjai:**

**2021 03.30 – 04.01, 05.04 – 05.06,**

Kedd 13:40–16:30

Szerda 13:40–16:30

Csütörtök 13:40–16:30

**2021 04.13 – 2021 04.29**

Kedd 13:40–16:30

Csütörtök 13:40–16:30

**Helyszín:**

BA hallgatói otthontér, B\_303

## Téma:

A gazdálkodj okosan játékmechanizmusát alapul véve tervezzetek játékátiratot az adott témára.

A kurzus keretében bármilyen játék készíthető.

## Tartalom:

Készítsetek a szaljut–1 50 éves évfordulója alkalmából társasjátékot.

A készített alkotás hívószavai: űr, űrállomás, végtelen, kutatás, felfedezés, első lépések, ismeretlen, súlytalanság, gravitáció, relativitás, empirizmus.

A mű vizuális magyarázata legyen a választott hívószavaknak.

## A feladat:

A szaljut–1 volt az első emberes űrállomás. 1971 április 19-én indították földkörüli pályára, ahol 175 napig szolgált. Feladata a mikrogravitációs tesztek lehetőségeinek vizsgálata volt.

A kurzus elején beszélgetünk a játékokról, az adott játék mechanizmusáról, a kiadott témáról, és azok hatásairól. Elemezzük a különböző lehetőségeket, különböző médiumokat, a célcsoportott, és azok szokásait.

Készítsetek játékot a felsorolt hívószavakra, a megadott játékmechanizmust alapul véve.

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## A feladat teljesítése:

A feladat végeredményét az 6-hetes kurzus végéig kell elkészíteni és bemutatni. A teljes időszak három alap szakaszra oszlik, melyek részteljesítésekkel végződnek:

#### 1. Témakutatás

* A téma elemzése
* Háttéranyagok felkutatása, elemzése
* Hazai és nemzetközi példák elemző gyűjtése (hasonló, vagy éppen különböző, de mégis összehasonlítható helyzetek tanulmányozása)
* Az összegyűjtött információk értelmezése, elemzése, rendszerezése
* ***Összefoglaló kutatási tanulmány készítése a fentiek összegzésével, mely képekkel, ábrákkal illusztrált szöveg formájában mutatja be a témakutatás eredményét (kb. 3000 karakter, szóköz nélkül)***

**2. Koncepció tervezés**

2.1. Arculati koncepció

2.2. A játékhoz kötődő grafikai elemek

2.3. Egyéb felületek (doboz, tok, online store screen)

#### 3. Kivitelezés

Látványtervek, mock-up-ok, prototípusok... készítése

#### 4. Prezentáció

A teljes tervezési folyamatot és a végeredményt bemutató prezentáció

## Ütemezés:

#### 1. Témakutatás: 03.30–04.01.

#### 2. Koncepció tervezés: 04.02–04.15. (prezentáció: 04.15.)

#### 3. Kivitelezés: 04.16.–05.06.

#### 4. Prezentáció, értékelés: 05.06.

## Értékelés:

Az értékelés a kurzus utolsó napján, a záró prezentációkkal egy időben történik, május 6-án. Az itt kapott osztályzat a kurzus év végi osztályzatába részjegyként fog beszámítani!

### Értékelési szempontok:

// a témakutatás elmélyültsége

// a koncepció átgondoltsága, felépítése

// rendszerben gondolkodás

// a látványtervek és a prezentáció színvonala