

Post-Digital Typography

Course:

CONCEPTUAL DESIGN

Course leader:

SIMON Péter Bence

Instructors:

PETRUCZ Ágnes, MORVAI Péter, ASZTALOS Ádám, FÖLDI Eszter, MISZTARKA Eszter, + software knowledge lecturer (InDesign)

Course dates:

Monday 13:40–16:30

Thursday 13:40–16:30

Course details

1. **SERENDIPITY (mini project) – digital coincidences in typography**
+ PETRUCZ Ágnes
 2. **TACTILE REALISM (mini project) – organic elements in typography**
+ MORVAI Péter
 3. **CUTTING EDGE TYPO (mini project) – „strong type”**
+ ASZTALOS Ádám
 4. **POST_DIGITAL TYPOGRAPHY – NEUE TYPOGRAPHY (big project)**
Moholy-Nagy 80th anniversary
+ MISZTARKA Eszter
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Completing the course

The final result of the assignment must be prepared and presented by the end of the course. The entire period is divided into four basic stages (3 “mini projects” and 1 “major project”), which are to be interpreted as partial achievements, but are only evaluated at the end of the course. The “major project” is structured based on the following aspects:

1. Theme research

- + Collecting background materials
- + Analysis

2. Concept planning

- + Developing a content concept
- + Defining media and visual interfaces
- + Integrating the concept elements into the system
- + Developing the visual character of the project
- + Creating sketches and visual designs that present the entire conceptual structure of the project

3. Execution

- + Preparation for construction and production plans
- + Workshop production
- + Mock-ups, visualizations

4. Presentation

Presentation showing the entire design process and the final result (research, visual designs, graphic world, identity)

Schedule

Szept. 01.	Serendipity 1 – assignment, consultations
Szept. 04.	Serendipity 2 – consultation (submission at the end of the semester)
Szept. 08.	Tactile Realism 1 – assignment, consultations
Szept. 11.	Tactile Realism 2 – consultations
Szept. 15.	Tactile Realism 3 – consultation (submission at the end of the semester)
Szept. 18.	Cutting Edge Typo 1 – assignment, consultations
Szept. 22.	Cutting Edge Typo 2 – consultations
Szept. 25.	Cutting Edge Typo 3 – consultations (submission at the end of the semester)
Szept. 29.	Post-Digital Typography – Neue Typography 1 – ASSIGNMENT + Introduction (MISZTARKA Eszter) + THEORETICAL LECTURE (FÖLDI Eszter: Bauhaus)
Okt. 02.	Post-Digital Typography – Neue Typography 2 – THEORETICAL LECTURE (FÖLDI Eszter: Moholy-Nagy)
Okt. 20.	Post-Digital Typography – Neue Typography 3 – RESEARCH + CONCEPT student presentations
Okt. 27.	Post-Digital Typography – Neue Typography 4 – consultations
Okt. 30.	Post-Digital Typography – Neue Typography 5

	–InDesign szoftware
Nov. 03.	Post-Digital Typography – Neue Typography 6 – consultations
Nov. 06.	Post-Digital Typography – Neue Typography 7 – Printing Workshop discussion
Nov. 10.	Post-Digital Typography – Neue Typography 8 – HALF TIME student presentations
Nov. 13.	Post-Digital Typography – Neue Typography 9 – consultations
Nov. 17.	Post-Digital Typography – Neue Typography 10 – consultations
Nov. 20.	Post-Digital Typography – Neue Typography 11 – consultations
Nov. 24.	Post-Digital Typography – Neue Typography 12 – consultations
Nov. 27.	Post-Digital Typography – Neue Typography 13 – consultations
	PREPARATION WEEK – FINAL PRESENTATIONS / evaluation

Evaluation

The evaluation takes place during the preparation week, following the students' final presentations.

Evaluation criteria:

- // topic research (depth, acquisition of well-founded knowledge)
- // concept relevance (thoughtfulness)
- // professional quality of visual solutions (originality)
- // consistency across tasks (creative system)
- // functionality (usability, user-friendly design approach)
- // visual designs and presentation quality
- // assessment weighting (large project: 50%, mini projects 1–3: 25, 25, 25%)
- // completion of all projects is mandatory, but one of the 3 mini projects is not evaluated, i.e. it does not count towards the final grade (which one is chosen by the student)

Course description (topics)

Course name: Contextual Design				
Course instructors and contact details: SIMON Péter Bence (simon.peter.bence@mome.hu)				
Code: B-TG-302	Curriculum location: BA	Suggested semester: 5.	Credit: 5	Number of lessons: 48 Individual student work hours: 102
Linked codes:	ype: practice-oriented	Can it be taken as an elective? No	Specific prerequisites for electives	
Course connections (prerequisites, parallels): prerequisite: Visual Identity 1, Communication Design 1.				
Course Objectives: <ul style="list-style-type: none">● Acquire basic graphic design skills in the professional areas of visual identity Course Principles: <ul style="list-style-type: none">● Practical situations● Problem-focused approach● Process-oriented methods● Integrally integrated professional specifics and theoretical knowledge				
Learning outcomes (professional and general competencies to be developed): Knowledge: <ul style="list-style-type: none">● Knows the basic idea development, evaluation and selection methods of graphic design● Understands the different stages/phases of the creative/design process and how these are realized in one's own creative/design work● In the course of one's design/creative activity, one steps outside the usual frameworks and develops new concepts and innovative solutions● Has basic professional and technical knowledge to implement one's design/creative/artistic ideas● Knows the most important presentation tools, styles and channels used in one's profession● Has basic knowledge of rhetorical forms and styles● Has basic knowledge of certain parts of one's own art form, as well as the connections between other art forms and other fields, especially economic, health and social, and (info)technology fields● Has basic professional and technical knowledge to realize their design/creative/artistic ideas Ability: <ul style="list-style-type: none">● Able to work consciously and creatively during their design/creative practice, to identify and solve routine professional problems With the knowledge they have acquired, they are able to integrate social, cultural, artistic, political, ecological, economic and ethical aspects during their design/creative activity <ul style="list-style-type: none">● Form a well-informed opinion on design/creative concepts and solutions● Collect and interpret relevant data for the development of design/creative concepts				

- They are able to effectively use the technical, material and information sources that serve as the basis for their activities
- With their knowledge, they are able to apply the appropriate tools, methods and technologies for the given design/creative process to implement their plans
- Based on the experiences gained during their studies, they are able to analyze, process and manage knowledge material, and are able to apply a critical attitude within their own art form

Attitude:

- Consciously thinks about the social implications of their creations aspects
- Participates openly and communicatively in the development or shaping of projects

Autonomy and responsibility:

- Independently orients himself and implements his own artistic concepts
- Mobilizes his knowledge and skills in situations with different technical requirements
- Accepts and authentically conveys the social role and values of his field of expertise

Topics and topics to be covered in the course:

- Visual media of content transmission
- Publications, periodicals
- The book as a cultural transmission medium
- Poster design
- Basic methodological issues in design
- Peculiarities of the mechanism of action of print media
- Print-based production technology
- Desktop Publishing (DTP) basics

Specifics of learning organization/process organization:

- Task description, topic consultation, description of goals and expectations (seminar, consultation)
- Theoretical knowledge, topic research methods (seminar)
- Professional and technical specifics (seminar)
- Expanding knowledge about the topic and developing a system of criteria (lecture, seminar)
- Problem map and analysis (consultation)
- Conscious structure of the design process (consultation)
- Concept development (consultation)
- Impact analysis, test phase (consultation)
- Outline design presentation (seminar)
- Technical implementation, modeling, prototype (workshop)

Students' tasks and responsibilities:

- Active participation in seminars and consultations
- Independent preparation and short presentation on a topic assigned by the course instructor
- Documenting and presenting the research, concept and design process in presentation form

- Professional technical preparation of designs for printing and modeling

Learning environment:

- classroom
- external location
- workshop

Assessment:

Requirements to be met:

- Presentation that presents:
 - topic research
 - concept development
 - phases of the design process
 - documentation of finished designs
- Presentation of a model/prototype
- Submission/uploading of the design documentation by the given deadline and in accordance with the given technical parameters
- Preparation and submission of a model/prototype in a quality suitable for photography
- Active participation in at least 60% of the lessons

Assessment method:

- oral answer, presentation

Assessment criteria:

- Coherence of the research-design-implementation process
- Functional and aesthetic quality of the final result

Calculation of the grade:

- Process (the content quality of the entire design process and documentation) – 50%
- Product (the aesthetic quality of the finished design, mockup/prototype and documentation) – 50%

Literature:

- Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles, Amy Graver, Ben Jura
- Editorial Design: Digital and Print, Yolanda Zappaterra, Cath Caldwell
- Making and Breaking the Grid, Second Edition, Updated and Expanded, Timothy Samara
- Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers, Josef Müller-Brockmann
- Layout Essentials Revised and Updated: 100 Design Principles for Using Grids, Beth Tondreau
- Page Design: Printed Matter and Editorial Design, Wang Shaoqiang
- Know Your Onions: Graphic Design, Drew de Soto
- Design School: Layout, Richard Poulin

Other information:

Recognition of knowledge acquired elsewhere/previously acquired/validation principle:

Extracurricular consultation times and locations:
Wednesday 10:00-12:00, prior arrangement required