

Task Description

Budapest Design Festival

– campaign and catalog design

Course:

Creative Strategies 1.

Topic Leader:

Adrienn Császár

László Nagy

Start:

01/09/2025

Date of Courses:

Mondays 10:00–12:50

Thursdays 10:00–12:50

Location:

Graphic Home Space: M_206 / MOME Two T/111 - Graphic Workshop

Topic and Tasks

Editorial design- and campaign design/strategy for *Budapest Design Festival* which is a (fictional) contemporary design festival based in Hungary.

The course will explore the topic through two design segments, incorporating two distinct creative disciplines:

Task 1: Designing a 360° campaign that promotes the role of design today for a culture-focused festival taking place across various locations and themes in Budapest. The campaign will be adapted to different offline and online contexts.

Task 2: Designing, and producing the Budapest Design Festival's catalog, which should reflect—and respond to—the diversity and high-quality output of the design scene. The publication must consolidate and showcase the festival's different themes and contents.

Content

The Budapest Design Festival is an urban experience-based design festival and event series aimed at both professional and general audiences. The festival's primary goal is to present educational and exciting cultural content in Budapest, for everyone, regardless of age or professional expertise. Alongside its highlighted programs, the festival features exhibitions, open showroom visits, studio and gallery tours, professional lectures, roundtable discussions, and networking events. During the festival, attendees have the opportunity to explore the multifaceted world of Hungarian object culture, industrial arts, and visual arts from as many perspectives as possible.

Completion of the task

1. Theoretical foundations

- Comprehensive research and knowledge of different design festival's campaigns
- Comparison and analysis of different design festivals and campaigns/catalogues
- Defining the conceptual starting points of keyvisual+concept of the festival's campaign/catalog

2. Concept design

- Developing a contents' concept
- Definition of media, visual interfaces, materials and printing method
- Fitting the graphic parts of the visual concept into a system (defining the structure of colors, shapes, image and typographic/graphical system)
- Develop the graphical concept and the keyvisual (finalize the main visual character in a relation of the concept)
- Preparation of sketches and visual plans showing the overall conceptual design of the project

3 Execution

- + Workshop work and consultations
 - + Pre-press, printing and implementing
 - + Final presentation: which presents the research, the visual conception, the design process and the final campaign's elements and catalog
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Evaluation

The assessment will take place on the last day of the course, at the same time as the final presentations.

Evaluation criteria:

// application of basic professional, typography, image processing and printing rules
// interpretability and impact of the visual concept
// consistent maintenance of visual and structural unity
// graphic visual's quality

Course Thematics

Title: Creative Strategies 1-2. / Print				
Tutors of the course, contact: Adrienn Császár (adrienn.csaszar@mome.hu) László Nagy (nagy.laszlo@mome.hu) József Szili (szili.jozsef@mome.hu)				
Code: B-TG-301 Print	Curriculum place: BA	Recommended semester: 4.	Credit: 5	Number of Lessons: 48 Student working hours: 102
Related Codes:	Type: balanced	Can I add as custom? No	In case of free choice, special prerequisites:	
Course relations (prerequisites, parallels): Creative Strategies 1., Contextual Design 1.				
The aim of the course: <ul style="list-style-type: none">● Acquisition of basic graphic design skills in the professional areas of communication design Principles of the course: <ul style="list-style-type: none">● Practical situations● Problem-focused approach● Process-oriented methods● Integrated professional specifics and theoretical knowledge				

Learning outcomes (professional and general competencies to be developed):

Knowledge:

- Proficient in industry-specific design methodology
- Students has a high level of professional and technical knowledge to realize their design / creative / artistic ideas
- Knows the basic design theory concepts and past and contemporary applications of design graphics
- Students has extensive knowledge of what creativity is and how it can be developed

Ability:

- Use your knowledge, intuition and ideas as a driving force to develop and apply design / creative concepts
- Students are able to apply their creativity in a complex way
- Able to work consciously and creatively during the graphic design creative practice, to identify and solve routine professional problems
- Through their 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
- Able to apply the ethical standards of his profession
- Designs and manages small-scale design graphics projects using industry-specific design methodologies

Attitude:

- Aware of the position of design graphics in social, cultural, artistic, political, ecological, economic and ethical contexts
- Students are inclusive, tolerant and empathetic to different social and cultural groups and communities
- Open to new knowledge, methods, creative, dynamic implementation possibilities
- It strives to adhere to the ethical standards of its profession
- Seeks open art / other disciplines, collaboration and intelligible communication with their actors
- In students work as a creator / designer, strives for interdisciplinarity
- Aware of the position of design graphics in social, cultural, artistic, political, ecological, economic and ethical contexts

Autonomy and responsibility:

- Students are independently informed and implements their own artistic concepts
- Students professional orientation has developed
- It has an established and solidified taste and a critical sense
- As a member of the design / creation project team, you take responsibility for smaller parts of large-scale design graphics projects
- Recognizes the community and social impacts of their artistic activity as a designer / creator

- Students accept and authentically convey the social role and values of their field
- Able to work as an employee, get involved in employee, subcontracting situations

Topics to be processed within the course:

- Print-based media-specific image content development
- Data visualization and infodesign
- Environmental design, public space and ambient communication
- Design methodological knowledge
- System characteristics of print media
- Print-based manufacturing technology
- Desktop Publishing (DTP) specifications

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

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 mock-up / prototype in photographic 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 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:

- Sandra Rendgen, Julius Wiedemann: Information Graphics, 2012, Taschen
- Josef Müller-Brockmann: Grid systems in graphic design - A visual communication manual for graphic designers, typographers and three dimensional designers, 1996, Niggli
- Visual Journalism - Infographics from the World's Best Newsrooms and Designers, 2017, Gestalten
- Sophie Cure and Aurélien Farina: Graphic Design Play Book - An Exploration of Visual Thinking, 2019, Laurence King

Further Information:
Recognition validation of knowledge acquired previously:
Extracurricular consultation dates and locations: