

# Task description

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## Book series design, typographical basics

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**Course**

Fiction

**Supervisor:**

László Herbszt

**External tutor:**

Perlay Rezső

**technical support:**

József Szili

**Assignment publication:**

01.09.2025.

**Course dates:**

1–13. Week

Monday, Thursday: 10:00–12:50

**Location:**

Week 1–13: Room M\_211/212 / MOME Two T/111 Graphic Workshop

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## Topic

// 1. Designing a book series, along with basic Indesign and typography

**Parts:**

- Designing the cover of a book series consisting of 6 elements in the Fiction theme
  - Choosing one title out of the six, designing the frontispiece and title quarter
  - Creating six illustrations for the selected title and inserting the corresponding text
  - On Thursdays of the course, Indesign and typography basics practice
  - +Maintaining sketchbook(s) during the course
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## Content

During the semester course, we will build six elements of a book series using a typography and illustration system. Students will learn about different aspects of book series design, the basic rules of typography, and the basics of Indesign. We practice the variation possibilities of the system and its elements, which are very important in the design process (color coding, sign, typography as an expressive tool, style, form, variability). A book design with illustrations is created for the selected title, which presents the formal and ideological nature of the book series. At the end of the course, there is a presentation in which the students present the path they took to the solution, the different systems they experimented with during the course, and a mock-up of the selected title is also created.

## Complete the task

### 1. Theoretical bases

- + Historical and theoretical understanding of Fiction illustrations
- + Color theory in identity design and Fiction illustrations
- + Stylistic and cultural comparison of Fiction illustrations
- + Analysis and presentation of domestic and international Fiction examples

### 2. Design

- + Suggesting technical solutions for illustration
- + Defining mediums, visual surfaces
- + Character and color concepts
- = Creating sketches and visual designs

### 3. Execution

- + Workshop
  - + Prepress
  - + Printing
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## Schedule

1. Assignment, topic selection, reference collection
  2. Theoretical preparation, sketches
  3. Execution
  4. Evaluation
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## Evaluation

The assessment of the task will be on November 27, 2025.

## Evaluation criteria:

// apply basic rules of representation, use of color, reproduction graphics and typography  
// interpretability and impact of the visual concept  
// consistently maintain stylistic unity within the concept  
// illustrative visuals

## Course description (topic)

Course title: Fiction Illustration				
Kurzus oktató(k) neve és elérhetősége: Mihalik Niki (mihalik.nikoletta@gmail.com)				
Code:	Related curriculum (major/level):	Subject location in the curriculum: Design subject BA	Credit: 5	Number of lessons: 48 Individual student hours: 102
Related codes:	Type: exercise oriented	Can I be hired as a regular? No	Special prerequisites for standard options:	
Course connections (prerequisites, parallels): Visual Character 1. + Visual Storytelling 1.				
Course objective and principles: Acquiring basic illustration skills in the professional fields of non-fiction illustration				
Course principles: - Practical situations - Problem-focused approach - Process-oriented methods - Integratively integrated professional specifics and theoretical knowledge				

## Mandatory literature:

- 1) Antonis Antoniou, Robert Klanten: Visual Families: Graphic Storytelling in Design and Illustration, 2014, Gestalten
- 2) Robert Klanten, S. Ehmann: Visual Storytelling: Inspiring a New Visual Language, 2011, Gestalten
- 3) Cornelia Hillmann: UX for XR: User Experience Design and Strategies for Immersive Technologies (Design Thinking), 2021, Apress Published

- 4) Wang Shaoqiang: New Playful Data: Graphic Design and Illustration for Infographics, 2021, Hoaki Published
- 5) Victionary: Dot Line Shape: The Basic Elements of Design and Illustration, 2020, Victionary Published
- 6) Frances Stanfield, Lucy McGeown: The Printmaking Ideas Book, 2019, Ilex Press

Other information:

Recognition of prior learning/validation principle:

No possibility of recognition/credit

