

Course Title **Poster Design**

Code B-TG-407-ill

Dept. BA Illustration Specialization

Location Classroom

Basic data

Type of Course	Credit	Contact hours	Working hours at home	Subject type	Semester	Which subject is it part of
Practice based	10	88	88	mandatory	2026/1.	Visual Storytelling 2.

Grade

BA2 Illustration Specialization

Short Description

Task 1: Alternative Film Poster

- Design Areas: Poster Design, Character Reinterpretation/Adaptation, Visual Narrative

Content

Students must select three films from the list provided the week preceding the course and create reimagined, contemporary alternative film posters for them.

Requirements

- Each student must design posters for three different films.
- The poster size must be 100x70 cm or 70x100 cm.
- In addition to the illustration, the posters must include the pre-defined textual information (film title, credit block, actor names, etc.).

Assignment Completion

1. Theoretical Foundations

- Historical and theoretical exploration of poster illustration.
- Color theory and Gestalt principles in poster illustration.
- Stylistic and cultural comparison of portrait reinterpretations (adaptations).
- Analysis and presentation of domestic and international poster illustration examples.

2. Design

- Proposal of technical illustration solutions.
- Definition of media and visual surfaces.
- Character and color concepts.
- Creation of sketches and mock-ups/visual drafts.

3. Execution

- Workshop activities.
- Print pre-press preparation.
- Printing.

Schedule

- Watching the films (individually), theoretical lectures on the films.
- Analysis of the films and the original posters.
- Sketching.
- Execution and finalization.
- Evaluation.

Task 2: Social Awareness Poster Campaign

- Design Areas: Poster Design, Campaign Planning, Visual Narrative

Content

Students must select one problem area from the list provided at the beginning of the course and create a series of social awareness posters as a campaign. The series must consist of three posters.

Requirements

- Each student must create three posters for a topic chosen by the student.
- The poster size must be 100x70 cm or 70x100 cm.
- In addition to the illustration, the posters must include the pre-defined textual information.

Assignment Completion

1. Theoretical Foundations

- Historical and theoretical exploration of social awareness campaigns.
- Color theory and Gestalt principles in poster design.
- Stylistic and cultural comparison of forms of representation.
- Analysis and presentation of domestic and international campaign illustration examples.

2. Design

- Proposal of technical illustration solutions.
- Definition of media and visual surfaces.
- Character and color concepts.
- Creation of sketches and mock-ups/visual drafts.

3. Execution

- Workshop activities.
- Print pre-press preparation.
- Printing.

Schedule

- Topic selection.
- Analysis of social awareness posters.
- Sketching.
- Execution and finalization.
- Evaluation.

Teachers

Name	Contact	Office hours
Nagy, László	lnagy@mome.hu	Monday 2pm – 3:30pm - upon prior arrangement
Gorka, Focht-Máté	gorka@mome.hu	Monday 2pm – 3:30pm - upon prior arrangement

Semester schedule			
Course format			Schedule times
Group and individual consultations according to a pre-announced schedule.			Weeks 1-13. – Mondays and Thursdays, 10:00 a.m. – 12:50 p.m.
The nature and schedule of individual classes, indication of teacher involvement			
Weeks	Date	Weekly Content	Location/room
1	02/16., 02/19.	Assignment 1, professional presentation 1A. (Máté Gorka-Foch)	M_211
2	02/23., 02/26.	Professional lecture 1B. (Máté Gorka-Foch), consultation (László Nagy)	M_211
3	03/02., 03/05.	Consultation (László Nagy)	M_211
4	03/02., 03/05.	Consultation (László Nagy)	M_211
5	03/09., 03/12.	Consultation (László Nagy)	M_211
6	03/16., 03/19.	<i>Evaluation 1. (Máté Gorka-Foch, László Nagy)</i>	M_211
7	03/23., 03/26.	Assignment 2, professional presentation 2A. (Máté Gorka-Foch)	M_211
8	03/30., 04/02.	Professional lecture 2B. (Máté Gorka-Foch), consultation (László Nagy)	M_211
9	04/13., 04/16.	Consultation (László Nagy)	M_211
11	04/20., 04/23.	Consultation (László Nagy)	M_211
12	04/27., 04/30.	Consultation (László Nagy)	M_211
13	05/04., 05/07.	<i>Evaluation 2. (Máté Gorka-Foch, László Nagy)</i>	M_211

Course completion conditions, requirements, and evaluation				
Students' tasks and assignments				
Requirements, work to be submitted	Method of evaluation	Evaluation criteria	Deadline	Weight in the grade
1. Completion of the first part of the assignment and participation in consultations and lectures	presentation	- application of basic rules of representation, color use, reproduction graphics, and printing - interpretability and impact of the visual concept	19/03/2025	50%
2. Completion of the second part of the assignment and participation in consultations and lectures	presentation	- consistent maintenance of stylistic unity within the concept - illustrative visual world	07/05/2025	50%
General comprehensive terms and conditions				
Student tasks and assignments: - Active participation in seminars and consultations - Independent preparation and short presentation on a topic assigned by the course instructor - Documentation and presentation of topic research, concept, and design process in presentation form - Professional technical preparation of plans for printing and modeling Assessment: - Requirements to be met: - Presentation showing: - thematic research				

- concept development
- phases of the design process
- documentation of the finished plans
- Presentation of a model/prototype
- Submission/uploading of design documentation by the specified deadline and in accordance with the specified technical parameters
- Preparation and submission of a model/prototype in a quality suitable for photography
- Active participation in at least 60% of classes
- Coherence of the research-design-implementation process
- Functional and aesthetic quality of the final result

Method of assessment: oral exam, presentation

Other aspects of assessment:

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

Calculation of the grade:

- Process (the entire illustration process and the quality of the documentation) – 50%
- Product (the aesthetic quality of the finished illustration and documentation) – 50%

Notes and bibliography

Required reading

- Robert Klanten, S. Ehmann: Visual Storytelling: Inspiring a New Visual Language, 2011, Gestalten
- Visual Storytelling : How to Speak to Your Audience Without Saying a Word, Morgan Sandler, Michael Wiese Productions

Recommended reading

- Alan Male: Illustration: A Theoretical and Contextual Perspective, Bloomsbury, 2017
- Lawrence Zeegen: The Fundamentals of Illustration, Bloomsbury, 2020
- Susan Doyle: History of Illustration, Fairchild Books, 2018
- Derek Brazell: Becoming a Successful Illustrator, Bloomsbury, 2017
- Darrel Rees: How to Be an Illustrator, Laurence King Publishing, 2014
- Julia Schonlau: 1000 Portrait Illustrations, Quarry Books, 2012
- Julia L. Kay: Portrait Revolution: Inspiration from Around the World For Creating Art in Multiple Mediums and Styles, Watson-Guptill, 2017

Learning outcomes

Knowledge

- Possesses knowledge of the fundamental methods for ideation, evaluation, and selection in illustration.
- Understands the various stages/phases of the creative/design process and how these are realized in their own creative/design work.
- During their design/creative activities, they step outside conventional frameworks to develop new concepts and innovative solutions.
- Possesses basic professional and technical knowledge necessary to realize their design/creative/artistic concepts.
- Is familiar with the most important presentation tools, styles, and channels used in their profession.

	- Possesses basic knowledge of rhetorical forms and styles. - Has fundamental knowledge of the connections between certain aspects of their own artistic field, other artistic disciplines, and other professional fields, particularly economic, health, social, and technological sectors. - Possesses basic professional and technical knowledge necessary to realize their design/creative/artistic concepts. (Note: This is a duplicate of a previous point.)
Skills	- Capable of performing conscious and creative work in the illustrative creative practice, including the identification and resolution of routine professional problems. - Through acquired knowledge, capable of integrating social, cultural, artistic, political, ecological, economic, and ethical considerations into their design/creative activities. - Formulates a well-informed opinion on illustration concepts and solutions. - Gathers and interprets relevant data for the development of design/creative concepts. - Can effectively utilize the technical, material, and informational resources fundamental to their activities. - Through their knowledge, capable of applying the appropriate tools, methods, and technology to their specific design/creative process for the realization of their plans. - Based on experiences gained during their studies, capable of analyzing, processing, and managing knowledge, and asserting a critical attitude within their own artistic field.
Attitudes	- Consciously reflects on the social implications of their creations. - Participates in the formation or shaping of projects in an open and communicative manner.
Autonomy and Responsibility	- Independently seeks information and realizes their own artistic concepts. - Mobilizes their knowledge and skills in situations requiring different technical expectations. - Accepts and authentically conveys the social role and values of their professional field.

Exemption
No full exemption from course participation and completion may be granted.

Curriculum connections		
Subject: Visual Storytelling 1.	Related courses (parallels)	Course grade ratio in the subject: 100%
Course prerequisites: Design Basics	In the case of free courses, specific prerequisites: -	Can it be taken as an elective? No

Guidelines and rules for the use of artificial intelligence in the course
The use of artificial intelligence at the university is governed by the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

material requirements	Provider
Poster printing - task 1.(50x70cm) – 3 pieces	Dept. / Student
Poster printing - task 2.(50x70cm) – 3 pieces	Dept. / Student

Other information, comments