

SYLLABUS

SUBJECT

Graphic design studio II logo and poster design.

TEACHER

Wiesław Grzegorzczuk, associate professor; Piotr Kisiel, assistant

COURSE DESCRIPTION

Specialties of the *Graphic design studio II* are the logo and the poster design. The graphic design, as the base of advertising, is one of the most important branches of the modern economy. The teacher sets and clarifies consecutive design exercises, makes corrections, gives hints and supervises the whole student's work. The students of both years (courses) have to make some semi-advanced and advanced exercises. All bachelor's level students make individual works on the same theme, while the master's level ones get the individual themes adapted to their interests and needs. The courses are also supplemented by a little bit of a distance learning. Besides the regular classes and corrections, the students can consult about their works in various stages of completion also via e-mail or on Facebook.

LEARNING OUTCOMES

Various exercises let student to acquaint with the design programs as well the classic 2D Adobe and Corel suites as the advanced 3D and animation ones. The courses prepare participants to their bachelor's or master's thesis in the next year.

GRADING POLICY

The greatest importance is attached to the careful preparation and research, creativity, conceptual and aesthetic quality of the works, their functional usability, technical skills and precision.

TIMETABLE

assignments	Number of hours
Students have to design posters, logos, illustrations 2D and 3D, short flash animations using the advanced computer programs (Adobe Creative Suite, Corel Draw Graphics Suite, SWiSHmax2, Autodesk viz 2007). They can also (in case of illustration or poster) choose the traditional hand-made techniques or the mixed forms. They familiarize themselves with the specific features of theatre, film, music, social, political, advertising and other posters, various types of graphic signs (from the original and rebranded logotypes, across the trademarks and packaging to the pictograms) and their practical applications.	90

TEXTBOOK AND REQUIRED MATERIALS

1. Poster biennials and triennials catalogues (Warsaw, Toyama, Lahti, Mexico, Brno, Chicago, Tehran, Trnava, Sofia, Mons, Moscow etc.);
2. Design quarterlies: 2+3D, Graphis, Eye, Etapes, etc.
3. www.posterpage.ch
4. Michael Evamy, *Logo*, 2007/2009;
5. Adrian Frutiger, *Człowiek i jego znaki*, 2005/*Der Mensch und seine Zeichen*, 2003; *Wolda Logo Design Annual*, 2009, 2010.

PREREQUISITES:

Students shall be familiar with the vector and raster graphic programs, with different design forms like poster, logo, typography, layout etc., with the differences between the graphics for print and for the Web.