

Department of Art

Faculty:	Education of Art / Fine Art
Level:	'Bachelors' / 'Licentiate'
Module:	Graphic Design
Module Code:	03.5-WA-EASP-PGRA
Module Type:	Core module
Introductory requirements:	Basic knowledge of computers
Language of Delivery/Instruction:	Polish
Module supervisor:	kw.art.I st. Piotr Czech
Lecturer:	kw.art.I st. Piotr Czech, Bernard Szumocki, MA
Mode of Delivery:	Classes
Number of Hours:	120
Number of Hours per week:	4
Term:	3, 4, 5, 6
Assessment requirements:	A pass grade
Points ECTS:	11

Module Aims:

The classes include: Basics of typography, poster, issues connected with the notions of letterer compositions, a sign, symbol and colour; the concept of collage and its practical application, and the use and development of computerised techniques in graphic design (mastering the basics in CorelDraw and Photoshop Programmes). Creative linking of traditional and digital media. Preparation of the material for digital print. The students should develop their skills of creative thinking and solving problems in the area of individual design work. Besides, they should be able to seek individual design solutions taking into consideration aesthetical and utilizable functions of graphic objects. The content, i.e. an idea as well as a form of graphic delivery and its completion are of highest importance.

Module outcome:

The students should acquire the skill of practical application of the analysis and synthesis of oral and graphic bulletin. The ability to make a picture as well as to represent a text in graphics: CorelDraw and Adobe Photoshop and the like, to the extent sufficient to complete the designs. During the term, the scheme of work is subject to individual changes depending on students' creative capabilities and their conscious and professional artistic expressions.

Assessment requirements:

Attendance. A pass grade.

Basic literature:

- 1.Stefan Bernaciński, *Liternictwo*, WSiP, Warszawa 1990
- 2.Robert Chwałowski, *Typografia typowej książki*, Gliwice, Helion 2002
- 3.Adrian Frutiger, *Człowiek i jego znaki*, Do/Optima, Warszawa 2003
- 4.Robert Bringhurst, *Elementarz stylu w typografii*, Design Plus, Kraków 2007
- 5.Friedrich Forssman, Hans Peter Willberg, *Pierwsza pomoc w typografii*, Słowo-Obraz Terytoria, Warszawa 2008
- 6.James Felici, *Kompletny przewodnik po typografii*. Zasady doskonałego składania tekstu, Słowo Obraz Terytoria, Warszawa 2007
- 7.Tibor Szántó, *Pismo i styl*, Wrocław, Zakład Narodowy Imienia Ossolińskich Wydawnictwo 1986
- 8.Krzysztof Tyczkowski, *Lettera Magica*, Polski Drukarz, Łódź 2005
- 9.Jacek Mrowczyk, *Niewielki słownik typograficzny*, Słowo-Obraz Terytoria, Warszawa 2008
- 10.Gavin Ambrose, Paul Harris, *Typografia*, Wydawnictwo Naukowe PWN SA, Warszawa 2008

Supplementary literature:

- 1.Piotr Rypson, *Książki i strony. Polska książka awangardowa i artystyczna w XX wieku*,
 - 2.Piotr Rypson: *Obraz Słowa*, Wydawnictwo AR, Warszawa 1989
 - Centrum Sztuki Współczesnej Zamek Ujazdowski w Warszawie, Warszawa 2000
 - 3.S.G Wheeler, G.S. Wheeler, *Typografia komputerowa*, Exit, Warszawa
 - 4.Janina Wiercińska, *Sztuka i książka*, PWN, Warszawa 1986
 - 5.Frantz Herman Wills, *Grafika reklamowa*, WNT, Warszawa 1972
 - 6.L. Manovich, *Język nowych mediów*, Warszawa 2006
 - 7.*Czasopisma: O ile to możliwe stała lektura periodyków:*
Tekst oraz 2+3D (krajowe), Graphis, Print, Typography, Computer Arts
- Inne źródła: strony WWW (podawane sukcesywnie) związane z tematyką projektowania.