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| FACULTY: | FACULTY OF ARCHITECTURE AND DESIGN |
| FIELD OF STUDY: | Design |
| ERASMUS COORDINATOR OF THE FACULTY: | Jolanta Kwarciak |
| E-MAIL ADDRESS OF THE COORDIANTOR: | kwarciakjolanta@gmail.com |
| COURSE TITLE: | Poster and commercial graphic. |
| LECTURER`S NAME: | Mateusz Rybarczyk |
| E-MAIL ADDRESS OF THE LECTURER: | mateusz.jan.ryba.rczyk@gmail.com |
| ECTS POINTS FOR THE COURSE: | 6 |
| ACADEMIC YEAR: | 2021/2022 |
| SEMESTER:  (W-winter, S –summer) | s |
| HOURS IN SEMESTER: | 60 |
| LEVEL OF THE COURSE:  (1ST cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | laboratory |
| LANGUAGE OF INSTRUCION: | English |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work , presentation, continuous assessment, other – what type?) | project work |
| COURSE CONTENT: | graphic design course. The main focus of the course is designing a complexed and cohesive visual ID of a chosen event (music festival, movie festival, university recruitment process etc.) consisting of various elements of different measurements designed purposely for various media (print, web) with the range of graphic solutions (and propositions) as wide as possible still maintaining the same characteristics, making sure all the elements are acknowledged as a part of one main idea binding them all up. The components include design of elements such as: main poster, banners, social media graphics, website elements (such as web- banners, ads, etc.) signposts, tickets, passes, programme, gifs, motion ads and more. |
| ADDITIONAL INFORMATION: | The students are obliged not only to design the graphic side of the project but their task is also coming up with the slogan and the key visual of the ID, which is later tested in various alterations of their project. A big part of designing in this course is being consistent and true to the core idea (key visual) and at the same time expanding it while searching innovative solutions within the idea as well as enriching it by adding more and more layers of interpretation of the slogan.  The course is a life interaction with the lecturer, who is constantly challenging students with his notes and directions aiming to lead the student to find design problems and (most importantly) solutions leading to the project reaching as much visual complexity and depth as possible while the student - reaching the fullest of his/her potential. |