

Course code: 15-WZR-EMS-CG-SP5

Plan position:

A. INFORMATION ABOUT THE COURSE

B. Basic information

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| Name of course | COMPUTER GRAPHIC |
| Field of studies | INDUSTRIAL DESIGN |
| Level of studies | FIRST CYCLE |
| Profile of studies | PRACTICAL |
| Form of studies | FULL-TIME STUDIES |
| Specialty | - |
| Unit responsible for the field of studies | FACULTY OF DESIGN |
| Name and academic degree of teacher(s) | Dr. Szymon Saliński Dr. Piotr Grygorkiewicz |
| Introductory courses | - |
| Introductory requirements | Basic knowledge related to design in the area of Industrial Design and directions of technological development. |

C. Semester/week schedule of classes

| Semester | Lectures (W) | Auditorium classes (Ć) | Laboratory classes (L) | Project classes (P) | Seminar (S) | Field classes (T) | Number of ECTS points |
|----------|-----------------|------------------------------|------------------------------|---------------------------|----------------|-------------------------|-----------------------------|
| Winter | | | 60 | | | | 4 |

2. LEARNING OUTCOME

| No. | Learning outcomes description | The reference to the learning outcomes of specific field of study | The reference to the learning outcomes for the area |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------|
| KNOWLEDGE | | | |
| W1 | Student has advanced and in-depth knowledge related to design in the area of Industrial Design and related disciplines: Interior, Visual Communication, Exhibition and Urban Design. | K_W01 | P6S_WG |
| W2 | Student knows the relationship between the design solution concept and its implementation in terms of basic technologies. | K_W09 | P6S_WG |
| W3 | Student has elementary knowledge of the construction, function, operation and applications of basic instruments and computer systems. | K_W12 | P6S_WG |
| SKILLS | | | |
| U1 | Student has the ability to make independent decisions about the method of project implementation and is able to choose the right technique for the communication and | K_U05 | P6S_UW |

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| | implementation of the project task. | | |
| U2 | Student has the skill in design drawing and is able to present the design concept by means of concept drawing, has the ability to make a description of the project and other studies with the indication of various sources, inspirations and contexts, and follow the continuous development of design communication techniques and practice the ability to use them in the process of continuous self-development. | K_U07 | P6S_KO P6S_UW |
| U3 | Student knows how to search, analyze and use the available information, as well as develop a way to use the collected data. | K_U12 | P6S_UW |
| SOCIAL COMPETENCES | | | |
| K1 | Student understands the need for education and continuous self-improvement and independently undertakes a variety of design challenges and uses the Triangle methods in design: analysis-synthesis-design. | K_K01 | P7S_KO P7S_KK |

3. TEACHING METHODS

A. Traditional methods used ***

project exercises, demonstration, discussion, lecture

B. Distance learning methods used ***

Synchronous method (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education):

e.g. remote lecture in the form of videoconference, remote discussion, etc.

Asynchronous method used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method):

e.g. online educational videos, online multimedia presentations, etc.

4. METHODS OF EXAMINATION

Design preparation

5. SCOPE

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| Laboratorium | <p>Using techniques to facilitate the creative process through the ideas of graphic design i.e. stencil, cutout, palimpsest, calligram, collage, photomontage, deformation, typography. Exercises to prepare for designing book illustration, poster, logotype, corporate identity.</p> <p>Digital image transformation at a basic level.</p> <p>Familiarizing students with methods of design work using analytical and lateral thinking. Practical application of composition issues, i.e. point, line, shape, form, space, rhythm, texture, contrast, color, optical balance, expression, pattern, illusion, synthesis.</p> <p>Acquiring the ability to independently analyze an artwork and critically evaluate the phenomena occurring in its perception. Mastering and freely using the language of presentation both within the framework of direct communication and</p> |
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| | <p>in forms of written expression. Shaping the ability to convey content related to the presentation of design issues in an engaged and attractive manner. To present forms of communication of contemporary styles in design as a source of inspiration, showing the possibilities of using expressive means and symbolic language of presentation.</p> <p>An important goal is to familiarize the student with the methodology of design in the context of new forms of media and the development of modern technology. The student will be prepared to design typographic layouts and graphic elements both on the plane and on spatial objects The classes are designed to prepare future designers to creatively and comprehensively take on design challenges in independent positions and to work in a creative team.</p> |
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6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

| LEARNING OUTCOME | Form of assessment | | | | | |
|------------------|--------------------|--------------|------------|---------|--------|-------|
| | Oral examination | Written exam | Colloquium | Project | Credit | |
| W1 - W3 | | x | | | x | |
| U1 - U3 | | x | | | x | |
| K1 | | x | | | x | |

7. LITERATURE

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|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Basic literature | <ol style="list-style-type: none"> 1. 100 idei, które zmieniły projektowanie graficzne. Heller Steven. Wydawnictwo TMC. 2. Język projektowania graficznego. Richard Poulin. Wydawnictwo TMC. 3. Design i grafika dzisiaj. Quentin Newark. ABE Dom Wydawniczy 4. Anatomia projektu. Steven Heller. ABE Dom Wydawniczy. 5. Człowiek i jego znaki. Adrian Frutiger. Wydawnictwo Do. 6. Logo - przewodnik dla projektantów. Michael Evamy. Wydawnictwo Naukowe PWN. 7. Detal w typografii. Jost Hochuli. Wydawnictwo d2d.pl Kraków 8. Marody, M., 1987, Technologie intelektu, Warszawa. 9. Pisarek W., 2008, Wstęp do nauki o komunikowaniu, Warszawa. 10. Rothenbuhler E.W., 2003, Komunikacja rytualna. Od rozmowy codziennej do ceremonii medialnej, Kraków. 11. Wallace, P., 2005, Psychologia Internetu, Poznań 12. Wiedza o kulturze, cz. 1: Antropologia kultury, 1995, Warszawa (chosen texts) |
| Supplementary literature | <ol style="list-style-type: none"> 1. Cialdini R., Wywieranie wpływu na ludzi, GWP, 2007 (and other releases) 2. Donnelon A., Kierowanie zespołami. Osobisty mentor, Harvard Business School Press, 2007. 3. Hannaway C., Hunt G., Umiejętności menedżerskie, Wyd. Kopia, 1994 (and other releases) |

8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS

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| Student's activity | Student workload– number of hours |
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| Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes | Participation in classes indicated in point 1B | 60 |
| | Supervision hours | 10 |
| Student's own work | Preparation for classes | 5 |
| | Reading assignments | 5 |
| | Other (preparation for exams, tests, carrying out a project etc) | 15 |
| Total student workload | | 95 |
| Number of ECTS points | | 4 |