

Course code: **15-WZR-EMS-VC-SP5**

Plan position: .....

**A. INFORMATION ABOUT THE COURSE**

**B. Basic information**

Name of course	<b>VISUAL COMMUNICATION</b>
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
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	15			30			3

**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
<b>KNOWLEDGE</b>			
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 and studies publications, understands the development and history of design achievements in the field of Industrial Design and has knowledge of contemporary trends in the development of art, Industrial Design and Architecture.	K_W03	P6S_WG
<b>SKILLS</b>			
U1	Student is capable of conducting an analysis of human needs and behavior as an individual, functioning in specific conditions and a specific environment.	K_U01	P6S_UW

U2	Student is able to define design problems in the field of Industrial Design resulting from the observation of the needs of both the individual and society, and to realize his own design concepts in the field of Industrial Design concerning the broadly understood human environment.	K_U02	P6S_WG
U3	Student is able to respond by design to the user's needs, considerations of function, material and technology, and to plan and carry out an evaluation of the basic properties of engineering materials.	K_U09	P6S_UW
<b>SOCIAL COMPETENCES</b>			
K1	Student understands the need to communicate with the mass media in term of information and opinions on the achievements in technology and design. Participates in activities to preserve the cultural heritage of the region, country, Europe.	K_K05	P6S_KO P6S_KR

### 3. TEACHING METHODS

#### A. Traditional methods used \*\*\*

project exercises, demonstration, discussion, lecture
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#### B. Distance learning methods used \*\*\*

<p><b>Synchronous method</b> (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.</p> <p><b>Asynchronous method</b> 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.</p>
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### 4. METHODS OF EXAMINATION

Design preparation
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### 5. SCOPE

Lectures	<p>The aim of the course is to develop students' creative visual branding and to consciously place it in the context of the evolving world of visual communication and market needs. Students should make deliberate use of the possibilities of graphic design's impact on socio-economic reality.</p> <p>The class will cover topics related to the process of creating a visual message in the form of a poster, flyer, cover, logotype, corporate identity, advertising campaigns, branding and other areas in graphic design. The issues covered will be presented in such a way as to allow a combination of practical and theoretical aspects of visual communication. The student will learn the principles of creating optimal identification systems and forms of attractive presentation of concepts. Typographic layout and illustrative material should always form a homogeneous structure, regardless of the medium of communication. An important goal is to familiarize the student with the methodology of design in the context of new forms of communication and the development of modern</p>
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	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 on independent positions and to work in a creative team.
Project	Topics covered in the class include a wide range of issues in the field of visual communication. It prepares the student for independent creative work in the field of systemic design of visual information. The didactic process is carried out on the basis of theoretical program content and exercises. It takes into account the complex solution of design tasks , aimed at forming the ability to create coherent image studies.

## 6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Credit	.....
W1 - W2					x	
U1 - U3					x	
K1					x	

## 7. LITERATURE

Basic literature	<ol style="list-style-type: none"> <li>1. Typografia, Ambrose Gavin, Harris Paul, Wydawnictwo Naukowe PWN, 2008</li> <li>2. Pismo i typografia, Andrew Haslam, Phil Baines, Wydawnictwo Naukowe PWN, 2010</li> <li>3. Pierwsza pomoc w typografii (wyd. 3), Hans Peter Willberg Friedrich Forssman , Biblioteka Typografii, 2015</li> <li>4. Profesjonalne zarządzanie barwą (wyd II) Bruce Fraser, Chris Murphy, Helion (2006)</li> <li>5. Logo Design Love. Tworzenie genialnych logotypów. Nowa odsłona, David Airey, Helion</li> <li>6. Typografia książki. Podręcznik projektanta, Mitchell Michael, Wightman Susan, Wydawnictwo d2d.pl, 2012</li> <li>7. Komunikacja wizualna, Bo Bergström, Wydawnictwo Naukowe PWN, 2009</li> </ol>
Supplementary literature	<ol style="list-style-type: none"> <li>1. Grafika w biznesie. Projektowanie elementów tożsamości wizualnej - logotypy, wizytówki oraz papier firmowy, Benicewicz-Miazga Anna, Helion, 2012</li> <li>2. Komunikacja wizualna, Jacek Ostaszewski, Leszek Mądzik i inni..., SCHOLAR, 2012</li> <li>3. Czym jest wzornictwo Podręcznik projektowania, Laura Slack</li> </ol>

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

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	45
	Supervision hours	10
Student's own work	Preparation for classes	5
	Reading assignments	10
	Other (preparation for exams, tests, carrying	15

	out a project etc)	
Total student workload		85
	Number of ECTS points	3