

Course code: 15-AWN-EMS-VT-SP5 **Plan position:**

A. INFORMATION ABOUT THE COURSE

B. Basic information

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| Name of course | VISUALIZATION TECHNIQUES |
| Field of studies | INTERIOR DESIGN |
| Level of studies | FIRST CYCLE (3 Years Bachelor) |
| 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) | Mgr. Dawid Fisher |
| Introductory courses | - |
| Introductory requirements | The student should demonstrate artistic aptitude, especially knowledge of "free-hand" drawing and an interest in architecture and art. |

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 |
|------------------|---|---|---|
| KNOWLEDGE | | | |
| W1 | Student has advanced and in-depth knowledge related to design in the area of interior design and related disciplines: industrial design, visual communication, exhibition, 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, operation, maintenance 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 | K_U050 | P6S_UW |

| | | | |
|----|--|-------|------------------|
| | choose the right technique for the communication and implementation of the project task. | | |
| U2 | Student 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_UW P6S_UU |
| 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 |

3. TEACHING METHODS

A. Traditional methods used ***

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| Design project exercises, demonstration, discussion, lectures. |
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B. Distance learning methods used ***

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| <p>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.</p> <p>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.</p> |
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4. METHODS OF EXAMINATION

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| Exercises - attendance, passing of homework reviews and the quality and creativity of the work handed in project in the form of charts and/or mock-ups, mid-semester check review. |
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5. SCOPE

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| Project exercises | <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 a plastic work 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 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</p> |
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| | language of presentation. |
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6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

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

7. LITERATURE

| | |
|--------------------------|--|
| 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 (wybrane teksty |
| Supplementary literature | <ol style="list-style-type: none"> 1. Cialdini R., Wywieranie wpływu na ludzi, GWP, 2007 (oraz inne wydania) 2. Donnelon A., Kierowanie zespołami. Osobisty mentor, Harvard Business School Press, 2007. 3. Hannaway C., Hunt G., Umiejętności menedżerskie, Wyd. Kopia, 1994 (oraz inne wydania) |

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

| 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 | 45 |
| | Supervision hours | 10 |
| Student's own work | Preparation for classes | 10 |
| | Reading assignments | 5 |
| | Other (preparation for exams, tests, carrying out a project etc) | 10 |
| Total student workload | | 90 |
| Number of ECTS points | | 3 |