



Course name	GRAPHIC UTILITY SOFTWARE
Entity running the course	Faculty of Graphics and Media Arts
Entity for which the course has been prepared	Faculty of Graphics and Media Arts
Coursee type	basic module, compulsory
Year of study/ semester; type of studies	I, sem. 1 and 2; Master's studies
ECTS credits	1/2 ECTS Pts / sem 1; 1 ECTS Pt / sem 2,
Scademic tutor	st. wykł.[<i>senior lecturer</i>] Jacek Kotowicz
Aim of the course	Introducing a student to Microsoft Windows, Apple Mac OS, Linux operational systems, basics of work with infographic software (Adobe Illustrator, Photoshop InDesign, QuarkXPress, Corel Draw). Introducing a student to basic knowledge on project publication conditions on various media: printing, desktop publishing (digital printing), the Internet.
Prerequisites	Basic knowledge of informatics concepts and computer environment literacy.
Learning outcomes:	
– <i>knowledge</i>	Students have realization abilities of a graphic design software and have knowledge on its limitations. Students have basic knowledge on high-volume printing processes (offset, rotogravure, heatset, flexography). They know the basics of typography and text makeup. Graphic utility software constitutes a technical back-up for the courses: typography and graphic design.
– <i>skills</i>	Students are able to take realization decisions; prepare a project for print and adapt it properly for the Internet use. They can edit the electronic material and digitalize an image produced by traditional techniques. They can make a practical use of digital photography in graphic design
– <i>personal and social competence</i>	Teamwork skills in the scope of the project prepared.
Course content	1. Issues of digital print and printing: CMYK, cross-line register mark, cutting lines, composition lines, die-cuts, additional colours. Preparation for print practice (digital, printing). 2. Topographic issues: types of fonts (language of description, usable form); technological (digital) form of a printing sign – font attributes (sign field, system of lines, kerning pairs, property information), shape envelopes; typographic measures: typesetting, formatting and text makeup techniques; formatting technique; programming tools. 3. Publishing software for printing (Adobe: InDesign, Illustrator, Photoshop, Acrobat); interoperability of required software.
Course form and number of module hours	Group classes, presentations, workshops (15 hrs/ 1 sem. 30 hrs/ 2sem.)
Assessment methods and criteria	80% task performance/active participation in classes/work overviews. 20% open overview of works
Assessment type	graded pass
Literature	Software manuals: Illustrator, Photoshop, Indesign MS Office
Teaching aids	
Language of instruction	Polish