



Course name	SIGN DESIGN
Entity running the course	Faculty of Graphics and Media Art
Entity for which the course has been prepared	
Course type	Core compulsory module. Intermediate level.
Year of study/ semester; type of studies	One-tryer BFA studies / Year 2 / semester 3, 4/ part-time/
ECTS credits	4
Academic tutor	Joanna Jopkiewicz, ass. tutor
Aim of the course	Drawing student's attention to the role of a graphic sign– information. Presenting words and phenomena as pictures. Graphic expressions in the aspect of abbreviation, transfers of meaning, metaphorical thinking.
Prerequisites	Basic knowledge of the language of graphic design, its means of expression, its potential to define concepts; knowledge of the basics of graphic communication conveying form and content. Knowledge of the morphology of the Latin alphabet and digital forms of compositions. Ability to analyze artworks, knowledge of graphic applications – Illustrator. Using the skills acquired during the courses of Computer Workshops, Basics of Graphic Design in the 1 st year of studies.
Learning outcomes:	
– <i>knowledge</i>	Student is familiar with the rules of organizing graphic abbreviations, terminology related to different associations and forms of a graphic sign (logo, logotype, trademark, brand name, sigil, vignette, cipher, pictograph, ideogram, etc.).
– <i>skills</i>	Student is able to use appropriate graphic measures – verification of shapes and colors. The ability to conduct an in-depth word-picture analysis. Student can design an ideogram.
– <i>personal and social competence</i>	Understanding of the intentions and aims of given tasks which enable proper relationship between the student and teacher. Individual analytic work needed for creating graphic solutions.
Course content	Conciseness of image structures. Simultaneousness of seeing and reading – pictorial records. Graphic narration – graphic experiment. Pictorial presentation of relations – the logic of cause and effect, the logic of metamorphosis.
Course form and number of module hours	Group and individual consultations and corrections, lectures. Number of hours a week: 2.
Assessment methods and criteria	The overall grade is based on the quality of student's work and involvement. 70% - task accomplishment / student's involvement in classes/ reviews of student's work 30% - open review of student's work
Assessment type	To pass the winter semester the student is required to obtain positive assessment of his/ her work with a grade. The spring semester is completed after obtaining credits and passing the exam.
Literature	<ul style="list-style-type: none">• A. Frutiger, <i>Człowiek i jego znaki</i>, Optima, 2003• S. Wysłouch, <i>Literatura a sztuki wizualne</i>, PWN, 1993• W. Kopaliński, <i>Słownik symboli</i>, Wiedza Powszechna, 1990• M. Evamy Logo. <i>Przewodnik dla projektantów</i>, PWN, 2008• M. Healey <i>Czym jest branding?</i> ABE Dom Wydawniczy, 2008• <i>Los Logos, Dos Logos, Tres Logos...</i>
Teaching aids	Access to IT lab from Monday to Friday.
Language of instruction	Polish, English