



Course name	FUNDAMENTALS OF GRAPHIC DESIGN
Entity running the course	Faculty of Graphics and Media Arts
Entity for which the course has been prepared	Faculty of Graphics and Media Arts
Course type	core module, compulsory
Year of study/semester; type of studies	I, sem. 1 and 2; Master's studies
ECTS credits	3 ECTS Pts / sem.
Scademic tutor	dr Artur Skowroński
Aim of the course	Introduction to the scope and methodology of graphic design. Introduction to the graphic language and communication. Creating a message conveying the form and content. Experiencing a shortcut and figurative expression in presenting concepts and making meaning. Knowledge of the graphic language means and varieties — properties of a word and image.
Prerequisites	Predispositions to associations, transferring meanings and making shortcuts. Skillful use of drawing and painting techniques. Basic knowledge of image digitalization techniques: using graphic computer programs, scanners and digital cameras.
Learning outcomes:	
– <i>knowledge</i>	Students have knowledge on the properties of words and images, their time-varied communication function; they know linearity of a word record structures and image properties consisting in a simultaneous overview of its components.
– <i>skills</i>	Students can use varieties of the graphic language – combining written records and image presentations, transferring meaning, making shortcuts. Students can design varied record and image structures of a word. They can transform an image into a pictogram and a sign, give a symbolic and metaphorical meaning. Students can create flat and spatial graphic arrangements.
– <i>personal and social competence</i>	Students have basic competencies in talking about their printmaking achievements; they are communicative in their relations with a pedagogue and a student group.
Course content	The graphic language means: 1. A word as a combination of letters - written symbols (phonemes); structure of a word (letters, syllables, stress); reading aspects – reading line, reception sequences; graphic and visual aspects – overall reception – perception. 2. An image – forms and meaning of what we see; presentations: image, sign, pictogram, ideogram, symbol; practice in shortcuts in presentations. Combining records and presentations. Transferring meanings. Varieties of the graphic language, intentionality in presentation.
Course form and number of module hours	Consultations and individual and group corrections, lectures (30 hrs/sem.).
Assessment methods and criteria	The grade takes into account the level of the works presented and a student's involvement.
Assessment type	sem. 1 graded pass sem. 2 examination review
Literature	<ul style="list-style-type: none"><li>• A. Frutiger, Człowiek i jego znaki, Optima, 2003</li><li>• S. Wysłouch, Literatura a sztuki wizualne, PWN, 1993</li><li>• M. Lurker, Przesłanie symboli w mitach, kulturach i religiach, Znak, 1994</li><li>• W. Kopaliński, Słownik symboli, Wiedza Powszechna, 1990</li><li>• J. Pelc, Wstęp do semiotyki, Wiedza Powszechna, 1982</li><li>• skrypt: Teksty specjalne w grafice. E. Smoliński, L. Żelaźniewicz</li></ul>
Teaching aids	Access to a computer lab.
Language of instruction	Polish