



Course name	HISTORY AND THEORY 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
Coursee type	basic module, compulsory
Year of study/semester; type of studies	master's degree studies [postgraduate studies]
ECTS credits	2 pkt ECTS / sem.
Academic tutor	Dorota Miłkowska
Aim of the course	During the classes participants become acquainted with vocabulary of graphic design, history of its selected fields, and visual forms, which have been created in a course of centuries; at the same time they enrich their vocabulary of examples of historical and contemporary realizations and develop analytical attitude to the executions of old and contemporary designers.
Prerequisites	Knowledge in the scope of the art history, including the ability of distinguishing historical ages and styles from the antiquity to the present.
Learning outcomes:	
– <i>knowledge</i>	The student has an advanced knowledge in the scope of the theory and history of the graphical design, in it: of development of the typography, the books design, magazines, posters, the corporate identity and stylistics and forms of visual individual historical ages,
– <i>skills</i>	The student possess ability of distinguishing individual historical ages, including works of the most important authors and styles of schools of the design; the student is able to adapt the style and form of the transmission of the own design work to it type and contents, the student consciously uses historical forms in creation the cohesive visual transmission; the student is able critically reinterpret historical forms in creation of new visual values
– <i>personal and social competence</i>	The student is able to analyse joint projects in terms of the style and the form; the student is able to formulate and to say judgements about own/another person's of projects; the student understands the need of adapting form and stylistics of the project depending on his object and for the recipient; the student notices the complexity of issues appearing at developed graphical projects (e.g. from the scope of the corporate identity of mass cultural and sports events), knowing examples of other solutions he notices possibilities of solving design problems
Course content	The subject matter of classes includes: history of graphic design from the first resolutions created in the period of antiquity and in the Middle Ageses, through the rapid development of field in the modern period, until contemporary times. During the classes the most important achievements of authors - designers, as well as schools are presented, than discussed; the classes also included presentation of events in history, art history, philosophy and techniques which had a deciding influence for changes of forms, the style and the subject matter and for entering new solutions in graphic design.
Course form and number of module hours	Classes are conducted in the form of lectures illustrated with slides; during the classes students are encouraged to analyze the presented examples (30 hrs. / sem.).
Assessment methods and criteria	In 5 semester students are assessed on the basis of activity in the classroom (25%) and of examination checking the level of the assimilated knowledge (75%); in semester 6 the basis of assessment is presentation of selected, contemporary graphic designer, shown in the context of historical and contemporary achievements (75%). Students are also assessed on the basis of activity in the classroom (25%),
Assessment type	graded pass

Literature	<p>basic book: B. Meggs, A. W. Purvis, Megg's History of Graphic Design, New Jersey 2006</p> <p>and recommended reading: S. Polano, P. Vetta, ABC of 20th-century Graphic, Milano 2002; M. Francisco, Atlas of Graphic Designers, Barcelona 2009; A. Bartram, Bauhaus, Modernism and the Book Illustration, YUP 2004; R. Bringhurst, Elementarz stylu w typografii, Kraków 2008; A. Bartram, Five Hundred Years of Book Design, YUP 2001; A. Bartram, Futurist Typography. The Liberated Text, YUP 2005; S. J. Eskilson, Graphic Design. A New History, YUP 2007; D. Miłkowska, Jan Jaromir Aleksion, Wrocław 2009; A. Zabrzaska-Pilipaj</p> <p>Ć, Maciej Urbaniec, Warszawa 2006; Z. Schubert, Mistrzowie plakatu i ich uczniowie, Warszawa 2008; Pierwsze półwiecze polskiego plakatu, red. P. Rudziński, Lublin 2009; A. Tomaszewski, Pismo drukarskie, Wrocław 1989</p>
Teaching aids	multimedia slide projector
Language of instruction	Polish