

University, Faculty

University of Prešov in Prešov

Faculty of Arts

COURSE DESCRIPTION**Code:** 1IHVU/V1B/GD4/15**Course title:** Graphic design - sign and Communication**Field of study:****Guarantor:** Mgr. Jaroslav Ondo, PhD.**Lectured by:** Institute of Music and Fine Arts

Mgr. art. Peter Jakubík, ArtD.

Semester:**Contact lessons:** Lecture, Seminar**Number of ECTS credits:**

ST

Recommended course load (in lessons):

3

Weekly: 0/2**Per course:**
26**Prerequisite(s):****Course assessment and completion:** Priebežné hodnotenie**Continuous assessment:**

- active participation during the semester
- autonomy and creative creativity
- preliminary photo documentation of the process (visual log)
- adequate visual and creative quality of the presented work - photo documentation , presentation of the work (verbal) and poster (printed format A2)

Final assessment:

interim evaluation

Course objective:

Learning outcomes of the course unit The aim of the course is to introduce students to the basic methodology of creation in the field of graphic design. From the generation of ideas through the artistic transformation of the conceptual and drawing intent into a graphic format, to the application of graphic formats by type and medium.

Course content:

- assignment of semestral works
- graphics programs and cloud applications and online libraries
- sign, pictogram creation and utilization
- visual storytelling
- creating infographics and motion graphics
- presentation of semestral works

Textbooks and references:

Felix Sockwell a Emily Potts: Řeč ikon, Slovart, 2018

Jan Pavel: Ikony, symboly a piktogramy, Slovart CZ, 2006

John Berger: Způsoby vidění, Labyrint, 2016

Hans Biedermann: Lexikon symbolů, BETA - Dobrovský, 2008

Kolektiv autorů, Encyklopedie grafických formátů II, Computer Press, 2001

Pavel Navrátil : Počítačová grafika a multimédia, Computer Media, 2019

Language of instruction:

**Guarantor's signature and the date of
course description's last modification:**
01.09.2020