

University, Faculty

University of Prešov in Prešov

Faculty of Arts

COURSE DESCRIPTION**Code:** 1IHVU/V1B/UGD3/15**Course title:** Introduction to Graphic Design 3**Field of study:****Guarantor:** Mgr. art. Peter Jakubík, ArtD.**Lectured by:** Institute of Music and Fine Arts

Mgr. art. Peter Jakubík, ArtD.

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

WT

Recommended course load (in lessons):

3

Weekly: 1/1**Per course:** 13,13**Prerequisite(s):****Course assessment and completion:** Graded credit**Continuous assessment:**individual work, consultations, continuously
updated work log**Final assessment:**

rated credit

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:

- assignments
- analysis and search
- methodology of concept creation
- form and idea
- generation of design solutions
- application of graphic formats by type and medium

Textbooks and references:

Timothy Samara: Grafický design (Základní pravidla a způsoby jejich porušování), Slovart CZ, 2016

Kolektív autorov, Encyklopedie grafických formátů II, Computer Press, 2001

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

Kolektív autorov: Typografia a dizajn písma na Slovensku, Slovart, Vysoká škola výtvarných umení, 2017

Harris Paul, Ambrose Gavin : Designové myšlení, Computer Press 2011

Inkscape(Praktický průvodce tvorbou vektorové grafiky): Petr Šimčík, Computer Press, 2013

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