

**DESCRIPTION OF THE STUDY SUBJECT**

**Title**

<b>GRAPHIC DESIGN</b>
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**Scope of the subject**

Semester	Mode of studies	Structure*				Total number of hours	Number of credits	Group and type of subjects
		L	Lw	C	S			
I	Full-time	18	26	8	56	215	8	Compulsory subjects of the study field
II		16	28	8	55			
II	Part-time	6	18	28	56	215	8	
III		6	18	28	55			

\*L – lectures, PS – practical activities, seminars, LW – laboratory work, PR – practice, CP – course paper, C – consultations, S – self-study

**Aim of the subject**

To get familiarised with the specifics of graphic design, to master graphic design expression, tools, means, to raise and implement creative ideas, to link graphic design project objectives with selection of means of expression, the cultural context, to critically evaluate graphic design solutions.

**Necessary background knowledge for studying the subject**

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**Content of the subject**

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	Lw	C		
1. The concept of visual communication. <i>Development of visual communication and communication design expression elements. Colour communication. Graphic communication. Types of graphic design products and their specifics.</i>	2	-	-	-	2
2. Composition and its application in the creative process. <i>Static, dynamic, closed and open compositions. Mastering of plane and space. Unity of composition and technical solutions.</i>	4	-	-	-	4
3. Basics of usage of hardware and software of graphic design. <i>Peculiarities of using vector and bitmap graphics software, developing communications design products.</i>	4	-	-	-	4
Laboratory works: • Graphic design composition classes. • Font composing assignments. • The concept of the colour theory and practical application. • Development of elementary graphic design products.	-	12	3	20	35
<b>Preparation for the defence of laboratory works and their defence No. 1</b>	-	2	-	6	8
4. Corporate identity. <i>The importance of brand / logo in graphic design and visual communication. Composition and colour solutions of brand / logo . Originality and exceptionality. Transfer of communication using graphic means. Patenting of brand / logo and legal aspects of its use.</i>	6	8	-	-	14
Test. Topics 1-3.	2	-	-	8	10
<b>Preparation and defence of the project.</b> To develop a brand / logo of the enterprise / institution using fonts, graphic elements, etc. To prepare the description of the created product (analysis, assessment and conclusions of analogues)	-	4	5	22	31
<b>I semester. Total number of hours.</b>	<b>18</b>	<b>26</b>	<b>8</b>	<b>56</b>	<b>108</b>
5. Corporate style design. <i>Basic elements of corporate style. Brand / logo usage rules. Corporate style file.</i>	6	-	-	-	6
Laboratory works: • brand / logo usage rules file. • development of corporate style related to the brand / logo.	-	10	3	18	31
<b>Preparation for the defence of laboratory works and their defence No. 2</b>	-	2	-	4	6
6. Development of information materials. <i>Usage of illustrations, photographs, images in graphic design products.</i>	4	-	-	-	4

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	Lw	C		
<i>Peculiarities of usage of composition expression means in graphic design products. Harmonisation of the visual solution of graphic design products. Development of presentations and their implementation peculiarities.</i>					
7. Design products of new media communication, their development and implementation. Electronic and traditional publishing. Development and maintenance of electronic publishing products. Technical aspects of publishing of communication design products. Critical assessment of communication design products.	8	-	-	-	8
Laboratory works: • Development of the electronic and printed publication. • Preparation of the electronic and printed publication for publishing.	-	10	2	17	29
<b>Preparation for the defence of laboratory works and their defence No. 3</b>	-	2	-	4	6
8. Corporate identity. The importance of brand / logo in graphic design and visual communication. Composition and colour solutions of brand / logo. Originality and exceptionality. Transfer of communication using graphic means. Patenting of brand / logo and legal aspects of its use.	4	4	-	-	8
<b>II semester. Project and its defence.</b> To perform one case study of graphic design production, to create graphic products.	-	2	3	12	17
<b>II semester. Total number of hours.</b>	<b>16</b>	<b>28</b>	<b>8</b>	<b>55</b>	<b>107</b>
<b>Total number of hours.</b>	<b>34</b>	<b>54</b>	<b>16</b>	<b>111</b>	<b>215</b>

#### Assessment of learning outcomes

Ten-point criteria-based assessment system as well as cumulative assessment using individual cumulative index (ICI) are applied. The overall grade is the sum of grades for intermediate accountings and project (PR) multiplied by weighted coefficients. Assessment formulae:  
I semester.  $ICI1 = 0,2 T + 0,5 DLw + 0,3 PR$   
II semesters  $ICI2 = 0,6DLw + 0,4 PR$ , where T – test, DLw – defence of laboratory works.  
Final assessment  $ICI = 0,5 ICI1 + 0,5 ICI2$

#### Recommended literature

Key literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house	Number of copies and/or internet link		
				ŠSC library	Other premises	Other libraries *
1.	2013	Jarašienė G. Grafinio dizaino pagrindai	Terra Publica	1	-	3
2.	2010	Dobner D. Grafinio dizaino mokykla: grafinio dizaino teorija ir elektroninė leidyba	Žara	5	-	6
3.	2006	<b>Olins, Wally.</b> Prekės ženklas	Mūsų knyga	1	-	2
4.	2006	Pagalba tipografams: patarimai, kaip vartoti šriftus	VDA leidykla	3	-	9
5.	2005	Šiukščius G. Dizainas: menas, mokslas, technika	VDA leidykla	2	-	33
Additional literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house and/or internet link			
1.	2012	Kent Lynette. Photoshop CS6 vaizdžiai : 100 populiariausių temų: patarimai ir gudrybės	Smaltija			
2.	2009	Grigaliūnaitė G. Spalvotyra: metodinė priemonė	Šiaulių universiteto leidykla			
3.	2010	Keršienė V., Ambraziienė D. ir kt. Grafinio dizaino objektai CorelDRAW terpėje	Technologija			
4.	2007	Cieškaitė-Bredikienė L. Dizaino raida nuo Morriso iki Morrisono	VDA leidykla			
5.		Communication Arts	<a href="http://www.commart.com">http://www.commart.com</a>			
6.		Designonclick.com	<a href="http://www.designonclick.com/">http://www.designonclick.com/</a>			

7.	Computers Arts	<a href="http://www.creativebloq.com/computer-arts-magazine">http://www.creativebloq.com/computer-arts-magazine</a>
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\*\* ŠAVB – Šiauliai Region Povilas Višinskis Public Library, ŠU – library of Šiauliai University

**Required material resources and their short description**

- **Equipment (devices):** computers (16 units), computers connected to the local network and connected to the Internet, multimedia projector, printer, drawing tablets, scanner.
- **Software:** Adobe Photoshop CC, Illustrator CC, CorelDraw X6 or later versions.

**The description prepared by:**

Lecturer Adas Toleikis