Course:
Artistic Studio V

Laboratorium:
Introduction to graphic design as a branch of fine arts connected with visual identification (poster, logo, business card, information board, press advertisement, Internet banner) and a general division of graphic techniques (intaglio, relief, screen) as well as selected relief printing techniques (woodcut, linocut, plasterboard, metalcut).

Introducing concepts such as: point, line, plane, shape, form, light, color, texture, contrast, symmetry, asymmetry in the context of basic graphic design principles.

Acquiring basic skills in graphic design in order to create simple graphic projects and to realize their own artistic conception, for example designing their own logo or business card.

Developing the ability to correctly interpret a single form and an arrangement of forms to create an artistic composition on a plane and apply this ability to design a graphic layout for a printed text (typography).

Developing skills of creating artistic composition - integrated with architectural form - using printed text.

Gain basic skills in using a communicative visual message - synthetic drawing, graphic or multimedia memo - having a significant and meaningful content message.

Acquiring basic composition skills, concerning visual solutions of charts and drawings and also competition, diploma and investor architectural concepts.

Developing creative thinking and creativity, also in terms of developing one's own architectural portfolio.

The program is integrated with the issues and scope of the subject: Architectural Design V.

Project:
Developing sensitivity and artistic imagination, drawing from the knowledge of the structure of form, perception and psychology of color.

Stimulating and developing the ability to create form as a visual metaphor for shape and its dynamics.

Expanding and consolidating the ability of subjective visual thinking and individual stylistics and artistic expression.

Developing structural perception as the most basic visual experience.

Deepening knowledge of the problems and tasks of art in architecture and presentation of own artistic concepts integrated with architectural form.

Developing a creative attitude and an understanding of architecture as an art discipline that plays a leading role in social education.

Responsible person:
Małgorzata Czerniawska, PhD

More info:
https://webapps.uz.zgora.pl/syl/index.php?/course/showCourseDetails/1273152