

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Photography and Printing Technologies
Name of the subject in English:	Photography and Printing Technologies
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-PHOPRT-06-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

It is important that the students must have general knowledge about traditional, classic and innovative materials, mediums, tools, techniques which are applied in the field of graphic design. They should be aware of the major technological, production processes and of the circumstances of the activities. They learn all these in theory and practice with specific design tasks.

SUMMARY OF THE CONTENT OF THE SUBJECT

Description of the graphic design, typography, illustration of the necessary environment, studio life presentation, practical examples. General information about the graphic design practice and about the historical perspective (the birth of print to digital printing and CTP). Print and environment, environmental protection.

Customer communication and designer, interpretation of brief. Information sources of graphic design. The importance of Packaging dielines.

Semester task: Designing 3 different music posters. The style and ensemble are optional. Use the photos you took with Enikő Gábor. Complete with typographic and graphic elements.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

How to take photos and create a poster.

EVALUATION OF THE SUBJECT:

Conditions for completing the course, evaluation criteria: The criteria of grading are regular participation in the classes and the completion of the out of class assignments. For being given a grade, it is necessary to hold a presentation containing the portfolio of the term.

The criteria of evaluation:

- class activity, participation, consultation
- a piece of work created, the prudence, quality, and validity of the design
- individual work, invention
- the content of the presentation, the quality of documentation, and the presentation
- the completion of tasks meeting deadlines

Grades:

91-100%: excellent

76-90%: good

61-75%: average

51-65%: satisfactory

0-50%: unsatisfactory (fail)

The components of the grade:

Quality of the design (30%)

Quality of ideas (30%)

Quality of the documentation (20%)

Quality of the presentation (20%)

The evaluation is based on the work created, and the documentation and oral presentation introducing the work itself at the exhibition. The students get a grade and an oral evaluation; during the term, there are self-reflective practices.

OBLIGATORY READING LIST:

- *The poster : 1000 posters from Toulouse-Lautrec to Sagmeister.* Abrams, 2010
- Árendás József: *Ár&ás : Árendás József plakátvilága : [poster world].* MMA K., cop. 2021
- Foster, John,: *New masters of poster design : poster design for the next century.* Rockport Publishers, 2008

RECOMMENDED READING LIST:

- Müller-Brockmann, Josef,: *Geschichte des Plakates = : Histoire de l'affiche = History of the poster.* Phaidon, cop. 2010