Course description

Course abbreviation:	KGI/GD7		
Course name:	Studio 7		
Academic Year:	2023/2024	Printed:	03.06.2024 03:25

Department/Unit /	KGI / GD7				Academic Year	2023/2024
Title	Studio 7				Type of completion	Exam
Accredited/Credits	Yes, 17 Cred.				Type of completion	Practical
Number of hours	Seminar 16 [Hours/Week]					
Occ/max	Status A	Status B	Status C		Course credit prior to	NO
Summer semester	0 / -	0 / -	0 / -		Counted into average	YES
Winter semester	0 / -	0 / -	0 / -		Min. (B+C) students	10
Timetable	Yes				Repeated registration	NO
Language of instruction	Czech				Semester taught	Winter, Summer
Optional course	No				Internship duration	0
Evaluation scale	1|2|3|4					
No. of hours of on-premise						
Auto acc. of credit	Yes in the case of a previous evaluation 4 nebo nic.					
Periodicity	K					
Substituted course	KDE/GD7					
Preclusive courses	N/A					
Prerequisite courses	N/A					
Informally recommended courses	N/A					
Courses depending on this Course	N/A					

Course objectives:

The aim of the course is to teach students to vote and generate the corresponding graphic design and technology in the choice of means of expression (to find the adequate communication composition and font); develop perception, deepening and sorting of visual stimuli. To equip student with competencies for digital technology control in design practice.

While the methods and forms of teaching can be described very specifically, the content structure of the subject can be defined only in general. It is a type of teaching specific to art schools where the topics of the teaching and therefore its content structure is very flexible. It results from the individual predispositions and inclinations of students and from the current socio-cultural and therefore also stylistic context of their work. Both in the field of theoretical knowledge (Episteme) and in the field of practical realization of the final product-artifact (Fronesis), student's knowledge is always shaped in a unique way.

Requirements on student

Exam requirements:
- Regular attendance at classes - at least 80 per cent.
- Regular attendance and active participation in common teacher-student sessions
- Completion and consequent submission of intermediate practical tasks (seminar works) in a required quality and on given deadline.
- Regular consultation and work on the final project.
- Presentation on CD.

Content

Subject content
1.-13.
Setting the principles of mutual communication during the seminar. Getting acquainted with the equipment and work rules in the seminar rooms. Setting the final work topic.
Design principles and rules in typography.
Typographic tools in graphic programmes and their use.

Practical exercises.
Type in computer systems and their administration.
Typesetting and a line break.
Typeface and image.
Publication design and its pre-print preparation.
Making a publication dummy.
Making student´s own print portfolio.
Seminar evaluation.

Mutual consultations of the work between the teacher and the student proceed throughout the semester.

Fields of study

Guarantors and lecturers

- **Guarantors:** Doc. akademický malíř Ditta Jiřičková
- **Seminar lecturer:** Doc. akademický malíř Ditta Jiřičková (100%), MgA. Tereza Kovářová (100%)

Literature

- *Basic:* Heller, Steven. *Icons of Graphic Design*. Thames and Hudson, 2001.
- *Recommended:* Meggs, Philip B. *A history of graphic design*. New York : John Wiley & Sons, 1998. ISBN 0-471-29198-6.
- *Recommended:* Fiell, Charlotte; Fiell, Peter. *Contemporary graphic design*. Hong Kong: Taschen, 2007. ISBN 978-3-8228-5269-9.
- *Recommended:* *Deleatur*.
- *Recommended:* Heller, Steven. *Design Literacy: Understanding Graphic Design. Allworth Press 2000*.
- *Recommended:* White, Alexander. *Elements of Graphic Design. Allworth Press 2002, ISBN 1-58115-250-7*.
- *Recommended:* Voit, Petr. *Encyklopedie knihy : starší knihtisk a příbuzné obory mezi polovinou 15. a počátkem 19. století*. Praha : Libri ve spolupráci s Královskou kanonií premonstrátů na Strahově, 2006. ISBN 80-7277-312-7.
- *Recommended:* *Font : reklamní grafika a DTP : první grafický časopi*.
- *Recommended:* Michl, Jan. *Funkcionalismus, design, škola, trh : čtrnáct textů o problémech teorie a praxe moderního designu*. Brno : Barrister & Principal, 2012. ISBN 978-80-87474-48-8.
- *Recommended:* Dabner, David. *Grafický design v praxi : [zásady, postupy, projekty]*. [Praha] : Slovart, 2004. ISBN 80-7209-597-8.
- *Recommended:* *Grapheion : Evropská revue o moderní grafice, umění knihy, tisku a papíru*. Praha : Středoevropská galérie a nakladatelství, 1997.
- *Recommended:* Hollis, Richard. *Graphic Design, Concise History, Thames + Hudson 2001*.
- *Recommended:* Fiell, Charlotte; Fiell, Peter. *Graphic Design Now. Taschen 2001*.
- *Recommended:* Heller, Steven; Pettit, Elinor. *Graphic Design Time Line, Allword Press 2000, ISBN 151150644*.
- *Recommended:* *Graphis : the International Magazine of Design and Communications*. New York : Graphis Inc., ----.
- *Recommended:* Müller-Brockmann, Josef. *Grid systems in graphic design : a visual communication manual for graphic designers, typographers and three dimensional designers = Rastersysteme für die visuelle Gestaltung : ein Handbuch für Grafiker, Typografen und Ausstellungsgestalter*. 9th edition. 2015. ISBN 978-3-7212-0145-1.
- *Recommended:* Caduff, Reto,; Heller, Steven. *Ladislav Sutnar: Visual Design in Action*. 2015. ISBN 978-3-03778-424-2.
- *Recommended:* Kurlansky, Mervyn. *Masters of the 20th Century : the Icograda design hall of fame*. New York : Graphi, 2001. ISBN 1-888001-85-2.
- *Recommended:* Heller, Steven. *Paul Rand*. London : Phaidon Press, 1999. ISBN 0-7148-3994-9.
- *Recommended:* Lozan, Petr; Smékal, Jan,; Třešňák, Kamil. *PDF pro tisk*. 1. vyd. Praha : Grafie CZ, 2007. ISBN 978-80-239-9672-2.
- *Recommended:* Jean, Georges. *Písmo, paměť lidstva*. [S. l.] : Slovart, 1994. ISBN 80-7145-115-0.
- *Recommended:* Kulka, Jiří. *Psychologie umění*. Praha : Grada Publishing, 2008. ISBN 978-80-247-2329-7.
- *Recommended:* Tschichold, Jan. *The new typography : a handbook for modern designers*. Berkeley : University of California Press, 2006. ISBN 0-520-25012-5.
- *Recommended:* *Typo : typografie, grafický design, vizuální komunikace : typography, graphic design, visual communication*. Praha : Svět tisku, 2003.

- **Recommended:** *Typografia : odborný časopis českých typografů @ typografů.* Praha : Kolegium Typografie, 1888.
- **Recommended:** *V průběhu seminářů bude literatura tématicky aktualizována o časopisecké tituly a internetové odkazy..*

Time requirements

All forms of study

Activities	Time requirements for activity [h]
Team project (50/number of students)	50
Contact hours	208
Undergraduate study programme term essay (20-40)	40
Presentation preparation (report) (1-10)	10
Practical training (number of hours)	35
Individual project (40)	40
Preparation for an examination (30-60)	60
Total:	**443**

assessment methods

Knowledge - knowledge achieved by taking this course are verified by the following means:

Seminar work

Continuous assessment

Skills - skills achieved by taking this course are verified by the following means:

Skills demonstration during practicum

Project

Practical exam

Competences - competence achieved by taking this course are verified by the following means:

Seminar work

prerequisite

Knowledge - students are expected to possess the following knowledge before the course commences to finish it successfully:

about a wider range of basic graphic assets (font, image, shape, color, etc.),
about their possible reciprocal compositional relationships,
about historical and contemporary style canons
about graphical tools suitable for graphic design in its traditional and digital form,
designing variants with a respect to correctly linking the function and aesthetic criteria of the product,
about mechanism of communication with the client to determine his/her requirements,
about ways of critically assessing his/her own work in a discipline context,
about the possibilities of full participation in the production team dealing with complex tasks,
about ways to justify and defend your own design activity in relation to other members of the production team,
about the appropriate forms of presentation and promotion of the graphic project

Skills - students are expected to possess the following skills before the course commences to finish it successfully:

designing prints and electronic media on a given topic uses a wider range of basic graphics,
proposes surface stylization of visually processed topics and their integration into a graphically effective composition,
choose the appropriate technology for producing the final product,
reflects his work in historical and contemporary contexts,
reflects its work in the context of professional, technical and technological processes,
submit his proposal and selection to the contracting authority and justify it in the respect to the task and his/her requirements,
critically assesses his/her own work in the field context and style framework,
selects the most suitable variant of the final graphic project and creates complex design documentation,
chooses appropriate forms of presentation and promotion of graphic design,

with erudition, presents his work to the professional community,
he is able to accept and assert in a way the evaluation and critical response,
fully involved in the activities of the production team dealing with complex tasks,
explains and defends his/her choice from other members of the production team
he is able to accept and assert in a way the evaluation and critical response

Competences - students are expected to possess the following competences before the course commences to finish it successfully:

N/A

N/A

teaching methods

Knowledge - the following training methods are used to achieve the required knowledge:

Students' portfolio

One-to-One tutorial

Seminar classes

Skills - the following training methods are used to achieve the required skills:

Skills demonstration

Students' portfolio

Competences - the following training methods are used to achieve the required competences:

Discussion

learning outcomes

Knowledge - knowledge resulting from the course:

about a wider range of basic graphic assets (font, image, shape, color, etc.),
about their possible reciprocal compositional relationships,
about historical and contemporary style canons
about graphical tools suitable for graphic design in its traditional and digital form,
designing variants with a respect to correctly linking the function and aesthetic criteria of the product,
about mechanism of communication with the client to determine his/her requirements,
about ways of critically assessing his/her own work in a discipline context,
about the possibilities of managing the production team dealing with complex tasks,
about ways to justify and defend your own design activity in relation to other members of the production team,
about the appropriate forms of presentation and promotion of the graphic project,
about designing innovations in the field of technology and functionality of graphic visual styles in both classical and digital media,
about the possibilities and limits of involvement in interdisciplinary cooperation on graphic design projects in digital media

Skills - skills resulting from the course:

designing prints and electronic media on a given topic uses a wider range of basic graphics,
proposes surface stylization of visually processed topics and their integration into a graphically effective composition,
choose the appropriate technology for producing the final product,
reflects his work in historical and contemporary contexts,
reflects its work in the context of professional, technical and technological processes,
submit his proposal and selection to the contracting authority and justify it in the respect to the task and his/her requirements,
critically assesses his/her own work in the field context and style framework,
selects the most suitable variant of the final graphic project and creates complex design documentation,
chooses appropriate forms of presentation and promotion of graphic design,
with erudition, presents his work to the professional community,
he is able to accept and assert in a way the evaluation and critical response,
manages a production team dealing with complex tasks,
explains and defends his/her choice from other members of the production team
he is able to accept and assert in a way the evaluation and critical response,
proposes innovations in the field of technology and functionality of graphic visual styles in both classical and digital media,
justifies the value of graphic design projects in digital media in interdisciplinary contexts

Competences - competences resulting from the course:

N/A

N/A

Course is included in study programmes:

Study Programme	Type of	Form of	Branch	Stage	St. plan v.	Year	Block	Status	R.year	R.
Graphic Design and Illustration	Bachelor	Full-time	Graphic Design and Digital Media	1	1	2023	Povinné předměty	A	4	ZS