SYLLABUS

1. Course title:

Graphic design of publishing production, Course: The basics of graphic design in publishing.

2. Code:

GDPP II

3. Cycle of study:

1

4. ECTS credits:

2

5. Type of course:

(●) Mandatory ( ) Elective

6. Prerequisites:

Completed pre-requisites. Seminars. Colloquia. Semester review of work.

7. Class restrictions:

Only students of the study program - Department of Production.

8. Duration / semester:

1 8

9. Weekly contact hours:

9.1. Lectures: 1

9.2. Seminars: 1

9.3. Laboratory/Practice classes:

10. Faculty:

Academy of Dramatic Arts

11. Department/study program:

Production

12. Lecturer:

(max. 50 characters)

13. Lecturer's e-mail:

(max. 50 characters)

14. Web site:

(max. 50 characters)

15. Course aims:

- The basics of graphic design in publishing.
- Conceptual and material resources for the realization of an art project.
- Design tools for the realization of an art project.

16. Learning outcomes:

Awareness of the importance of developing visual culture through introducing and acquiring knowledge of the subject matter. Of particular importance is the linkage of the accepted knowledge with possible practical application in the field of film, television and theatrical creation.

17. Course content:

Module I: Conceptual and substantive resources for the realization of an art project

1.One graphic-production visual arts, expressive means
2. Economic aspect of graphic design
3. Social aspect of graphic design
4. Political aspect of graphic design
5. Utilitarian, aesthetic aspects of visual arts in visual communication
6. Art techniques and materials

Semester study I.
Demonstrate, analyze and evaluate the choice of Module I program in the study conditions of the teacher and associates.

Module II: Design Tools for Realization of an Art Project.

7. Operative and persuasive communication
Semantic character of the image systems
9. Logo design and monogram
10. Design of accreditation and promotional material
11. Design of posters
12. Design invitations
13. Catalog design

Semester Final Exam.
Public display, analysis and evaluation
Choice of program from semester course, in professional conditions, before the Commission

18. Learning methods:

The mentoring principle of interactive teaching and exercising process. Due to the intensity, specificity and precision of observing changes in students in the process of research, there is a constant presence of professors and assistants at all classes and exercises and lectures of professional-art subjects of mandatory credits. Lectures and consultations. Practical teaching-exercises.

19. Assessment methods:

Semester (Written + Oral + Practical)

20. Assessment components:

Semester (Written + Oral + Practical)

21. Required reading list:

Professional literature:

1.Tanhofer, Nikola: O boji, Novi liber, Zagreb, 2008.
2. Bauer, Krešimir: Another Design: A Book on Complex Design Problems, Zagreb, 1997.
3. Papanek, Viktor: Design for the Real World, Marko Marulić, Split, 1994.
4. Vukic, Feud of Croatian Design, Meandar, Zagreb, 1996.
5. Vukić, Feđa: From Design to Design, Theory and Criticism of Design for Industrial Production, Meandar, Zagreb, 2003.
6.Galjer, Jasna: Design of the Fifties in Croatia, Zagreb, 2004
7.Whiteley, Nigel: Shaping for Society, Psefism Library, DAGGK, Karlovac, 1999.
8.Dorfles, Gilio: Kič: anthology of bad taste, Golden marketing, Zagreb, 1997.
9.Sontag, Susan: About Photography, Eos Publishing, 2007 (1977 original release)
10. Noblet de, Jocelyn: Design: movement and divider, Golden Marketing, Varaždin, 1999.
11.Arnhajm Rudolf (1998) Art and Vigilance Observation; Psychology of Creative Watch, Belgrade: Student Cultural Center
12. Daryl R. Moen (2000) Newspaper Layout & Design, Lowa State University Press Ames
13. Heller, S. and Ilić M .: Icons of Graphic Design; Publisher: Thames and Hudson Ltd., London 2001.
14. Hollis, R .: Graphic Design; Thames and Hudson Ltd., London 1994.

22. Web sources:

(max. 687 characters)

23. Applicable starting from the academic year:

2013/14

24. Adopted in the Faculty/Academy session:

19.06.2013.