DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Basics of digital graphic design (Pixel and vector graphics programs)
Name of the subject in English:	Basics of Digital Graphic Design (Pixel and Vector Graphics Programs)
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-BADGDP-05-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:

The semester will cover the basics of InDesign, Illustrator and Photoshop and their place and function in Graphic Design workflows. During the weekly sessions, students will be introduced to the software in lectures, see and try out the functions, technical forms and applications of the software and talk about artists and artworks related to the subject. The students will be asked to summarize this topic in a short publication based on these lectures and their own research. In this way, the theoretical knowledge is summarised in practice, which can serve as a reference point and a good basis for their future studies.

SUMMARY OF THE CONTENT OF THE SUBJECT

The semester is about the place and function of Indesign, Illustrator and Photoshop in design workflows. There will be lectures about the mentioned software, their function and related artists and works of art. The task of the students is to summarize this topic in a short publication based on these presentations and their own research work. The publication should definitely be about the three software, but the approach can be unique for everyone. They can be approximated through artists and works of art related to the software, but it can also be an absolutely functional summary (or anything in between that expresses your own relationship to the subject).

The illustrations and photos must be prepared in Illustrator and Photoshop, and the publication must be put together in Indesign.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Create a publication (booklet) about the main graphic design softwares.

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 outof-

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:

- Beale, Stephen: *Great graphic design in half the time : the best software secrets, online resources and desktop tips.* , 2012
- Kelly Anton, Tina DeJarld: Adobe InDesign Classroom in a Book (2021 release), Adobe, 2021

RECOMMENDED READING LIST:

- Eskilson, Stephen: *Graphic design : a history.* Laurence King Publishing, cop. 2019