

	Subject	type	hour/ week	hour/ sem.	ETCS
	Graphic Design II	P	4	60	4
<p>Description: Developing the ability to combine verbal messages with image. Basic media in advertising. Typography basics. Editorial and advertising solutions. Making modular grids. Designing signs. Designing a composition with differentiated expression. Applying in practice the ability to discover and transform natural forms into symbolic forms. Showing the importance of a visual message - the meaning of the relation of form and content, the readability of the message. Students adapt the acquired knowledge and experience of workshops and techniques to new techniques of compositional projects, they are able to consciously use selected techniques, depending on the nature of the task of the visual image. Building comprehensive visual communication Skills to be acquired: • using different graphic techniques • skills for preparation hierarchy • practical skills in the field of communicative organization of visual and typographic material and adequate selection of technological procedures • acquisition of competences allowing to precisely formulate assumptions adequate to problems and conscious creation of original design concepts</p>					