DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Digital Graphic Design Techniques (DTP)
Name of the subject in English:	Digital Graphic Design Techniques (DTP)
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-DIGDET-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:

Presentation of graphical programs like Adobe InDesign, Photoshop and Illustrator. The students will be able to use the basic of these Adobe DTP programmes.
Through a variety of creative design tasks, students will learn how to use and apply these programs to be able to present their own ideas and manual designs digitally within the field of Graphic Design. Illustration tools, the visual unit of textual content, are further developed in digital applications to make the designs suitable for further print production.

SUMMARY OF THE CONTENT OF THE SUBJECT

During the course, you will learn how to use the graphic design programs that the graphic designer uses in his work. You will learn the similarities and differences between the programs. We will learn the basics of publication design.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Create a poster (info graphic) 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:

- Fiell, Charlotte: *Graphic design now.* Taschen GmbH, c2005
- Sher, Peter: *Branding and the visual response : How a brand turns into visual identity.* Brandguide universe, 2021
- THONIC – BETSKY, Aaron – SHAUGHNESSY, Adrian – STAAL, Gert:: Why we design., Lars Müller Publishers, Zürich, 2019

RECOMMENDED READING LIST:

- Airey, David: *Identity designed : the definitive guide to visual branding.* Victionary, 2014
- Seddon, Tony: : Type Team – Perfect typeface combinations, Thames and Hudson, 2015
- Tolley, Stuart: The new simplicity in graphic design, Thames and Hudson, London, 2016