



Assessment Brief Table Summary

Graphic Design & the Visual Word

2018-2019 First Semester

Number of Class	DESN06013
Teacher	Dr Edit Csanák
Class supervisor	
Name of the Module	Graphic Design &The Visual Word

Assignment:	Stage 1 – Exercise 1: Figural composition
Description :	Series of graphic design composition with stylized figural objects.
Requirements for the assessment:	Paper-based mixed media designs, 3 x A3 format including the Passepartout (mat). The artworks should be made on A4 plain paper (any colour, finishing or quality) on which the student places his/her design ideas according to the general aesthetic requirements to work, and by application of the categories supporting the visual cognition (see: elements and principles).
Contribution to module assessment:	20%
Submission deadline or time length:	6th week 9 October
Materials:	- For analogue work: Paper, ink pens, markers, pencils, scissors, glue, etc. - For digitalization: Laptop (with respective programs installed)
Format	- Artworks: 3 x A3 plain paper - Documentation: Artworks sent in PDF with the name of name student in the filename (in English), delivered to the Teacher by e-mail



Assignment:	Stage 2 – Exercise 2: Identity design
Description :	Designing a label system for an imaginative fashion brand. Creation of identity design for an imaginary brand choosing the purpose of the label, with integrated application and evaluation of typography.
Requirements for the assessment	Elaboration of the results in Word/PDF document which contains: <ol style="list-style-type: none"> 1. <u>Introduction of the task and research work</u> (on label types and sizes, quality, and provisory possibilities on paper, materials used for this purpose, etc.) The methodology of choosing the: font type and style, paper, materials etc. 2. <u>Description of the design strategy and design solutions</u>: the process of development of a concept in series of graphic design for a 10 pc label-collection from the sketches to the artworks made with Ai, Ps, Cdr, etc. 3. <u>Introduction of the results</u> in the form of a detailed graphic worksheet for each type of label. 4. <u>Summary</u> of achieved results.
Contribution to module assessment	30%
Submission deadline or time length	10th Week, 6 November
Materials	Paper, pen, pencil, Laptop (with respective programs installed), printer
Format:	A4 project portfolio sent in PDF document + Hard Copy project documentation.
Note:	Registration of the delivery is the responsibility of the class coordinator.

Attendance	Evaluation element
Description	Attendance
Requirements	Attendance is checked 3x per session and in individual meetings
Contribution to module assessment (%)	10%



Final Exam	Stage 3 - Final Exam: Graphic design of consumer goods
Description:	Graphic design of fashion goods for an imaginative or existing fashion brand.
Requirements :	<p>Students should deliver an individual project prepared with compound use of the results from the Stage 1 and Stage 2, with emphasis on putting the experimental methods into practice. The project should be done with professional standards of quality. Graphic design for fashion T-shirt, with further development of the branding. Consistent development of the individual projects (or completing some past project left incomplete) to a complex design project, with emphasis on putting the experimental methods into practice.</p> <p>Elaboration of the results in the form of project portfolio (Word/PDF document) which details the following:</p> <ol style="list-style-type: none"> 1. <u>Introduction of the task and research work</u> 2. <u>Description of the design strategy and design solutions:</u> <ul style="list-style-type: none"> - Designing of screen prints and/or other decoration with the application of the motifs from Stage 1. (3 pc) - Development of the label system (textile labels, paper hangtags, stickers etc.) from Stage2. 3. <u>Introduction of the results</u> <ul style="list-style-type: none"> - <u>Preparation of artworks</u> presented on the figure, preparation of fashion flats for T-shirts, application of decoration on the artwork, development of graphic worksheets for the decoration (screen print, embroidery, etc.) with detailed instructions for entire shape, colour, size etc. - Application of labels at the artwork. - Preparation of graphic worksheets for entire type (screen print, embroidery, etc.) with detailed instructions for size, colour etc. 4. <u>Summary</u> of the project on its concept and achievements.
Contribution to module assessment	100% (40%)
Submission deadline or time length	17th Week, 25 December
Materials	Paper, pen, pencil, Laptop (with respective programs installed), printer
Format:	A4 project portfolio
Notes:	Registration of the delivery is the responsibility of the class coordinator. Last option for the assessment make-up: 19th week 8 January