

<b>IFI7129</b>	<b>Introduction to Graphic Design</b>		
<b>Study load:</b> 4 (ECTS/EAP)	<b>Load of contact hours:</b> 28 (8 for lectures, 9 for workshops and 11 for seminars)	<b>Study semester:</b> Spring 2012	<b>Assessment:</b>
<b>Objectives:</b>	To create opportunities for acquiring theoretical knowledge and practical skills of graphic design discipline; to support developing students ability to chose appropriate methods for creating graphic design projects.		
<b>Course outline:</b>	The course will be devoted to familiarizing the students with concepts and working methods of graphic design. The topics that will be treated during the course include: History and basic terminology of graphic design, rules of composition, type design, typography, color theory, practical applications of color in the design context, image creation and usage, graphic design for web and mobile. Each study session consists of a lecture and a practical workshop. Starting from the 2 <sup>nd</sup> session, students are expected to present homework on specific subjects given during the previous session. Discussion of homework results is also part of the study sessions. First 5 sessions deal with classical concepts of graphic design without specifying the output format for the practical assignments. The last 2 sessions concentrate on digital graphic design in the web and mobile environment.		
<b>Learning Outcomes:</b>	The student: -understands basic concepts, problems and terminology of the graphic design discipline; -can create compositions, knowingly using type, color and image; has got experience working with graphic design in digital environments (web and mobile).		
<b>Assessment Methods:</b>	Pass/fail assessment. Final grade consist of: - participation in classes: 50% - independent work 25% final presentation of projects 25%)		
<b>Teacher(s):</b>	Designer Kristjan Mändmaa (MA) assisted by designer Tanel Kärp (BA)		
<b>Subject name in Estonian:</b>	Graafilise disaini alused		
<b>Prerequisite subjekt(s):</b>	None		
<b>Compulsory</b>	Documentary film "Helvetica":		

<b>Literature:</b>	<a href="http://www.youtube.com/watch?v=KRAGDp2WMig&amp;feature=related">http://www.youtube.com/watch?v=KRAGDp2WMig&amp;feature=related</a>
<b>Replacement Literature:</b>	Different graphic design handbooks available in book shops and libraries.
<b>Participation and Exam requirements:</b>	<p>Max number of participants: <b>15</b></p> <p>Requirements that should be fulfilled in order for student to be admitted to pass/fail evaluation:</p> <ul style="list-style-type: none"> <li>- participation in lectures – 80%;</li> <li>- presenting 100% of the independent work;</li> <li>- participating in seminars or group work.</li> </ul> <p>Conditions for taking re-assessment: medical emergency.</p>
<b>Independent work:</b>	<p>List of independent works:</p> <ol style="list-style-type: none"> <li>1. Homework on composition.</li> <li>2. Homework on type.</li> <li>1. Homework on color.</li> <li>2. Homework on image.</li> <li>3. Homework on complex composition.</li> <li>4. Final homework on Graphic design for web and mobile + Complex composition.</li> </ol> <p>Consultation given in classroom. Independent work is evaluated based on the level of implementation of the concepts taught in classroom.</p>
<b>Grading criteria scale or the minimal level necessary for passing the subject:</b>	<p>Pass:</p> <ul style="list-style-type: none"> <li>- Student has participated in 80% of classroom sessions; has actively taken part in discussions and group work.</li> <li>- Student has presented 100% of required independent work.</li> </ul> <p>Fail:</p> <p>Student has not met the above criteria.</p>
<b>Information about the course:</b>	<p>Information about the course: Weekly schedules. Deadlines for tests, independent work, exams and final grading.</p> <p><u>Session 1</u> (March 30): Lecture (2 ch) : History and basic concepts of design / Workshop (2 ch): Composition / homework on composition.</p> <p><u>Session 2</u> (April 13): Seminar (2 ch): Homework on composition / Lecture (1 ch) : History of type design / Workshop (1 ch): Working with type / homework on type.</p> <p><u>Session 3</u> (April 20): Seminar (2 ch): Homework on type / Lecture (1 ch) : Color / Workshop (1 ch): Working with color / homework on color.</p> <p><u>Session 4</u> (April 27): Seminar (2 ch): Homework on color / Lecture (1 ch) : Image / Workshop (1 ch): Working with images / homework</p>

on image.

Session 5 (May 4): Seminar (2 ch): Homework on image / Lecture (1 ch) : Design today / Workshop (1 ch): Complex composition / homework on complex composition.

Session 6 (May 9): Lecture (2 ch) : Graphic design for web and mobile / Workshop (2 ch): Graphic design for web and mobile / homework on Graphic design for web and mobile + Complex composition.

Session 7 (May 16): Workshop (1 ch) : Graphic design for web and mobile / Seminar (3 ch): Homework on Graphic design for web and mobile + Complex composition. Conclusions