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| FACULTY: | FACULTY OF ARCHITECTURE AND DESIGN |
| FIELD OF STUDY: | **DESIGN** |
| ERASMUS COORDINATOR OF THE FACULTY: | mgr Jolanta Kwarciak-Osiak |
| E-MAIL ADDRESS OF THE COORDINATOR: | [kwarciakjolanta@gmail.com](javascript:;) |
| COURSE TITLE: | **Visual Communication B/Publication Design** |
| LECTURER’S NAME: | **dr hab. Monika Zawierowska-Łozińska** |
| E-MAIL ADDRESS OF THE LECTURER: | [monixa@norman.med.pl,](mailto:magdalena.pilaszewicz@tu.koszalin.pl) |
| ECTS POINTS FOR THE COURSE: | 1 (lecture) + 7 (laboratory) = **8ECTS** |
| ACADEMIC YEAR: | 2021/2022 |
| SEMESTER:  (W – winter, S – summer) | winter - 5 sem/ 4sem or 6 sem - summer |
| HOURS IN SEMESTER: | **30h** (lecture) **+ 90h** (laboratory) – 8 hours weekly |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lecture/laboratory/practical |
| LANGUAGE OF INSTRUCTION: | English |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | **Other:**  passing with a grade |
| COURSE CONTENT: | **ELEMENTS INCLUDED IN THE COURSES (4-6 semester):**  Project of ligature, monogram and initial based on a selection of serif and sans serif fonts. Getting to know the issues concerning the construction of letters. Working on an illustration for a selected text or it’s fragment (spread). Building a two-dimensional illustration with a selection of painting, drawing and digital technique. Arrangement of the text and ​illustration: an analysis of the text, typeface selection, the hierarchy of information. Working on a layout / designing book with it’s all elements – printing and making the final mock-up of the book. Introduction of bookbinding machines and mock-up design. |
| ADDITIONAL INFORMATION: | **-required presence:**  Acceptable excused absence - 5 of 15 semester courses; appropriate/advaisable consultations by email;  **-final work:**  Works are given in digital form, print in a format required by the task (on banners or presentation boards);  -**communication with foreign students:** Communication in English, direct contact in the classroom or by e-mail in case of absence. |