## **ART & DESIGN INSTITUT**

## **GRAPHICS**

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## **SYLLABUS 3**

This term, the scope of study oscillates in the space of the drawing, the carrier visual media, with the interference into concrete study tasks as aids to a deeper understanding and mastery of the task realize in drawing – picture – focusing on the experiment and conceptual bases of graphics. Furthermore, emphasis will be put on the graphic practice, the experience of the previous terms capitalise and receive a new semantic context. Working with matrices – the print washer – used to master a task in the optical-realistic spectrum (from photorealistic to illusion), where the student's interpretation is in the intention and intensity of his understanding of the reality recording.

Other thematic tasks are the possibilities of using other forms of visualization, such as the aesthetic importance of the font, text, character, ornament, reference and guidance in the area of lettrism, minimalism and decorative arts. Here is put demand on the form reduction, construction of the picture at the scale of abstraction in the flat decorative way without descriptive illusiveness, with an emphasis on detail and linear construction accent, which is a suitable element in decorative and ornamental definitions of the picture surface. This culminates with the task in a minimalist concept, with an emphasis on silhouette, area, line, point. As the contrast is also a task referring to the tradition of colours – mass – and its ability and interference in the area of a gestic way of work, in the grip of the matrix-structure in the tradition of structuralism. Working with the surface of the material, the aesthetic significance of the capture, colour, structure and principle is the basis for expressive expression with the possibility of techniques combinations.

The importance of the work concept is in the record way of realization and relates to the content of the quality of the work. Individual tasks are based on the need to understand the diverse sources and forms of pictorial speech through typography and graphic design. The tradition of aesthetic symbols, their use with regards to the interpretation of form and content, the use of non-traditional processing methods with reference to the source and background in a cross-section of other artistic genres. The aim of this study is to activate the student's creative potential in the perception of a variety ways of view, make them to creatively use them in their own presentation.

## **ASSIGNMENTS**

- it will be evaluated ways of print, based on Lettrism, typography and graphic design.
- my favourite subject, theme (picture still picture), realization drawing in pencil, charcoal, acrylic painting, watercolour (possibly combined technique)
- study graphic image-object of background in typography, font as an image at decorative scale (letterism), sources in illustration, free o topic of the conceptual nature in design, also structural tradition of experimental print