MULTIMEDIA

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SYLLABUS 1

Subject 2D Graphics and design is the part of the first years subject Multimedia, which is taught in the winter semester. The subject is taught parallel with the subject Web, which complements it and provides digital environment realizations of graphic projects.

2D graphic a design

The course themes are chosen in such a sequence that students receive basis for creation of different graphic formats as well as contemporary approaches in multimedia design. Students can apply all theoretical knowledge immediately in their work. Teaching is divided into four parts. In the first part the focus is on the understanding and mastering the drawing technique as means of expression in graphic design. The second part is focused on the work with digital channels, where the students are acquainted with all the necessary tools for creating vector and bitmap graphics. The third part deals with the theme of visual composition in graphic design. In the fourth part, students learn and understand the basic principles of typography, as well as the basics of designing a logo or a visual style.

Demands are put on:

• drawing technique

• principles of visual composition

• the value of colour, colour theory and colour systems

• key issues in creation and procession of bitmap images - work with the Adobe Photoshop

• key issues in the creation and procession of vector images - work with the Adobe Illustrator,

• type and typography, text and picture composition

• basics of logo and visual style designing

In the assessment, it is evaluated is the student's ability to complete a specific task within the basics of digital graphics. Results of individual tasks are more general preparation for specific tasks in multimedia projects. The curriculum of this semester is completed with the colour theory and understanding of their basic communicative and psychological functions in a graphical layout used in all digital and print media.

Web

The first semester focuses on the mastery of basic technologies and technological processes which results in the creation of a simple website with an emphasis on the use of graphics and styles. The course themes are chosen in such a sequence that students get both a good knowledge about basics of web technology as well as modern approaches of site design. They should be able to apply theoretical knowledge in their work as soon as possible. Besides the web technology they concentrate on understanding of websites creation principles in line with the basic theoretical knowledge of the draft, implementation and web testing. The principles introduced and theoretical foundations allow students to create valuable, usable, but original sites. Schedule of the individual parts of the course gives

students time to perceive and start to use necessary technology as well as to grasp them creatively and to perceive technologies as means of expressing of functional and artistic intent.

The main topics are:

- Basic technology for the web,
- HTML, web documents, their internal structure and copywriting,
- CSS, graphic design of a Web document and its accessibility and graphical formats for web and the methods of their use

Web presentations are created for different purposes and in different scales. The students learn gradually to create websites from the individual pages, the web business cards to complex presentations. An important part of teaching is also a presentation of plans, proposals and ready-made solutions to the client or co-worker (e.g. programmer) and testing them with the target site's users.

ASSIGNMENTS

-Evaluated will be HTML, creation of web documents, their internal structure and copywriting,

- CSS, graphic design of a web document and its accessibility and graphical formats for web and methods of their use

-logo - creation and graphic creation of logos, creation of a unified visual style