MULTIMEDIA

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SYLLABUS 2

2D graphics and design

In the second semester we build on understanding of digital graphics and graphic design basis as an aesthetic and communication system and their use in a variety of complex visual media. Students' works are aimed at deepening the knowledge of typography and print design as well as at the experimental tasks displaying initial knowledge and understanding of short digital animation, video and sound work.

During the course, students learn to understand the principles of visual thinking and gradually acquire basic formats and technologies in various print and digital media.

Program of the second semester is divided into three thematic areas. The first focuses on deepening work in typography and its use in poster composition. In the second one, students learn to understand and use basic principles for creation a short author's publications. The third thematic section focuses on familiarization with the digital programs for video creation and animation.

Demands are put on:

• basics of graphic layout; poster aesthetics and its importance as a communication tool

• orientation in aesthetics and dealing with the issue of the cover pages of journals/newspapers and infographics

• experimental approach and understanding of the author's publications as the visual and typographical concept

• creation of a gif animation

• familiarity and understanding of audio programs and audio functions in multimedia projects

• Flash (scripts, interactive graphics) key issues in creating a simple video and animation

In addition to deepening of the already acquired knowledge is the goal to concentrate on experimental tasks and to work in various media and complex digital environments.

Web

The second semester focuses on creative experimentation with web technologies and graphics and pushes students to higher levels of understanding, design and creation of the sites.

The themes are:

- Information Architecture
- Accessibility and its meaning (and legislation)
- Site design targeted to users (User Centred Design) and methods for developing and testing of web
- WYSIWYG editors

ASSIGNMENTS

⚔ assign will be Flash (scripts, interactive graphics); WYSIWYG editors

• Drawing and transformation of a found object - drawing documentation and visual transformation of the found object in graphic programs, material: pencil, charcoal, ink, format - size A4 to A3, digital processing and printing up to A4 size A3,

• cover page of the magazine / newspaper and infographics - basic principles, material - digital + printing; format - size A4 to A3, at least one piece, with an emphasis on aesthetics and orientation in dealing with issues and possible methods