
GRAPHIC DESIGN / GROUP B
THURSDAY 08:00-09:50
26/9/2024 - 19/12/2024

Objectives: This course follows **Graphic Design I** and focuses on **corporate identity and making a graphic manual**. By the end of the course, students will learn to create symbols, logos, and combine them. They'll also know how to use these symbols and logos on different applications like stationary systems, packaging, or websites.

Course Contents: This course is structured into several projects that guide students through the variety of graphic design, packaging and brand design.

Learning Outcomes: By course completion, students will have gained the ability to comprehend corporate design terminology, design symbols, logos, and

graphic systems in general, effectively implement these visual elements across various media, generate digital design manuals, produce print materials, and gain hands-on proficiency with graphic tools like Adobe Illustrator, InDesign, and Photoshop.

Teaching Methods: Working in a studio setting, receiving an assignment, consulting with instructors, actively working on the assignment using graphics software, and ultimately completing the assignment. Throughout this process, students are encouraged to seek guidance from teachers and incorporate their feedback. The completion of each project involves a final presentation of the student's work.

THU 26/09/2024**Assignment 1 / Introduction / Inspiration by Josef Hoffmann****Duration:** 4 weeks**To submit:** A3 application (Submit PDF + Original file + Scans or photos of the process).**THU 03/10/2024 OR FRI 04/10/2024****Exhibition /** visiting of Josef Hoffmann's Birthhouse in Brtnice
More info via email.**THU 10/10/2024****Assignment 1 / Inspiration by Josef Hoffmann****Consultations, initial ideas** (3 different ideas).**THU 17/10/2024****Assignment 1 / Inspiration by Josef Hoffmann****Final briefing, students will presents their ideas**, developing a final PDF files for submission.

THU 24/10/2024**Assignment 2 - Introduction / Packaging design / Sweets in the box**
Participation in the Young Packaging International Competition**Duration:** 4 weeks, **To submit:** see in Students material in IS**THU 31/11/2024****Assignment 2 - Packaging design / Sweets in the box****Consultations, initial ideas** (3 different ideas).**THU 07/11/2024****Assignment 2 - Packaging design / Sweets in the box****Consultations** of design ideas, preparation of PDF files for submission.**THU 14/11/2024****Assignment 2 - Packaging design / Sweets in the box****Final briefing, students will presents their ideas**, preparation of PDF files for submission.

THU 21 / 11 / 2024

Assignment 3 / Introduction / Logo Design and Brand Book Manual / City logo

Duration: 5 weeks

To submit: A3 application (Submit PDF **Brand Book** + Original file + Scans or photos of the process).

Briefing / Students presentations of their own birth towns or cities.

THU 28 / 11 / 2024

Consultations of logo design ideas (each students bring 3 ideas).

THU 05 / 12 / 2024

Consultations. Branding applications in collaterals, stationery, spaces, and other requirements your client might need (cars, trucks, packing, t-shirts, etc.). The minimum required elements for this assignment are a basic stationery package (business card, letterhead, envelope), and the design of other collateral like packages, posters, or an ad that you consider might be necessary for the branding.

THU 12 / 12 / 2024

Final briefing, students will presents their ideas, preparation of PDF files for submission.

THU 19 / 12 / 2024

Consultations, preparation of PDF files for submission.