MUNI
FI

**Studio of Graphic Design
and Multimedia**

Jana Malíková
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Office Hours: **Thu 10:00-12:00**
Please email me first to schedule meeting

GRAPHIC DESIGN / GROUP A
WEDNESDAY 10:00-11:50
25/9/2024-18/12/2024

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.

WED 25/09/2024
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.

WED 09/10/2024
Assignment 1 / Inspiration by Josef Hoffmann
Consultations, initial ideas (3 different ideas).

WED 16/10/2024
Assignment 1 / Inspiration by Josef Hoffmann
Final briefing, students will presents their ideas, developing a final PDF files for submittion.

WED 23/10/2024
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

WED 30/10/2024
Assignment 2 – Packaging design / Sweets in the box
Consultations, initial ideas (3 different ideas).

WED 06/11/2024
Assignment 2 – Packaging design / Sweets in the box
Consultations of design ideas, preparation of PDF files for submittion.

WED 13/11/2024
Assignment 2 – Packaging design / Sweets in the box
Final briefing, students will presents their ideas, preparation of PDF files for submittion.

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W E D 2 0 / 1 1 / 2 0 2 4
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.

W E D 2 7 / 1 1 / 2 0 2 4
Consultations of logo design ideas (each students bring 3 ideas).

W E D 0 4 / 1 2 / 2 0 2 4
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 necesary for the branding.

W E D 1 1 / 1 2 / 2 0 2 4
Consultations of design ideas, finalization of Brand Manual.

W E D 1 8 / 1 2 / 2 0 2 4
Final briefing, students will presents their ideas, preparation of PDF files for submittion.