

GRAPHIC DESIGN

DEGREE PROGRAM (BA)

1. PROGRAM FACTS

Study Level: Undergraduate

Study Mode: Full Time

Course Profile: Academic

Course Domain: Fine Art

Course Length: 6 semesters

Number of ECTS Credits Required for Graduation: 180

Areas of Academic Study and Academic Disciplines Evaluated by Learning Outcomes:

- Area of Academic Study: *The Arts*
- Academic Discipline: *Fine Art*
- Field of Study: *Fine Art*

Degree Awarded upon Completion: Bachelor's Degree (BA)

Specialist Pathways:

- graphic design
- printmaking

2. FURTHER EDUCATION AND CAREER OPPORTUNITIES

Having completed the BA Graphic Design program, our graduates are able to go into employment and take on positions as graphic designers in advertising agencies, print workshops, and in wider design industry. They are also prepared to work as cultural animators or set up studio practice as freelance designers. The BA award entitles the graduates to go on to MA studies here at the University of Arts in Poznan or other arts and non-arts universities in Poland and abroad.

3. PROGRAM OVERVIEW AND OBJECTIVES

The BA Graphic Design program equips students with general knowledge and understanding of graphic design production and processes as well as introduces them to the basic methods and principles of visual composition, technology and practical design skill. Students learn how to effectively use computer software for design, prepare graphic design projects for printing, as well as arrange presentations and exhibitions for their graphic design projects. Throughout the course, students develop their artistic awareness and hone their social communication skills. They leave the course as self-directed practitioners, prepared to manage their own creative practice. They are able to adapt their work to social, professional and commercial conditions.

4. LEARNING OUTCOMES

On completion of the BA Graphic Design program, students should be able to demonstrate the following subject knowledge, practical subject skills and social competencies:

SUBJECT KNOWLEDGE

- Students demonstrate knowledge of key strategies involved in the creation of graphics and graphic design as well as have a general understanding of visual composition.
- Students are familiar with practical aspects of technologies and technical skills relevant to design, they show competence in designing with computer software.
- Students demonstrate a general understanding of major principles underlying visual communication.
- Students show competence in preparing graphic design projects for print.
- Students demonstrate general knowledge of methods of presenting and exhibiting their graphic design projects.
- Students are familiar with the practical processes, methodologies and technologies commonly employed in other art disciplines that are relevant to their own areas of creative interest.
- Students demonstrate knowledge of major trends and movements in contemporary art, with a particular emphasis on graphic design.
- Students know the discourse concerning contemporary graphic design practices and realizations, including internet resources, books, catalogues and journals.
- Students demonstrate knowledge of history of art, culture and philosophy, they know the historical perspective of major trends in art together with their key representatives.
- Students are familiar with the evolution of methods (including contemporary digital ones) and technologies for graphic design, taking into account the extent to which the technological developments are able to transform established approaches to graphic design practice.
- Students demonstrate general knowledge of financial, commercial and legal aspects relative to their practice; they know the fundamentals of copyright law.
- Students show an understanding of the relationships between practical and theoretical aspects underlying their own practice and development.
- Students show competence in integrating knowledge and experiences gained throughout their professional practice as graphic designers as well as drawing on other art disciplines.

PRACTICAL SUBJECT SKILLS

- Students demonstrate practical skills and competence in creating and realizing their own graphic design concepts, are able to employ tools and media appropriate for their projects, as well as prepare a design project for implementation.
- Students skillfully deploy a range of communication strategies relevant to graphic design in their projects, they know how to design visual communication by carefully selecting appropriate means of expression to illustrate the content.
- Students have the ability to utilize a range of methods and techniques, both analogue (print) and digital, to produce their graphic design projects.
- Students are able to experiment and mix various techniques and strategies commonly used in related disciplines in order to realize their own ideas for graphic design.
- Students draw on their basic practical skills in photography and are able to use digital image editing software.
- Students are able to imaginatively employ a range of methods and modern technologies in their design practice.

- Students make self-directed decisions concerning making and the realization of their own concepts; they are able to critically evaluate their own visual ideas.
- Students successfully engage in collaborative activities while designing and realizing their ideas.
- Students are able to apply a broad range of processes and working methods, matching and mixing graphic design with other techniques in order to achieve a desired outcome.
- Students utilize a range of contemporary creative strategies, both analogue and digital; they are motivated to work hard and pursue further development.
- Students have experience of realizing a range of diverse creative project; they are able to effectively determine the professional context within which they operate, with respect to graphic design and other media in their chosen disciplines.
- Students know how to communicate verbally and in written form while preparing presentations concerning selected visual art issues and their own achievements in which they draw on major theoretical models and refer to specialist literature.
- Students demonstrate linguistic skills at B2 level of CEFR.
- Students are able to professionally present their accomplishments to an audience.

SOCIAL COMPETENCIES

- Students recognize the importance of sustained learning and development in the domain of fine arts.
- Students show awareness of their roles in the context of creative practice; they are competent practitioners with advanced practical skills, able to undertake independent work.
- Students take responsibility for the form and content of their graphic communication design projects.
- Students demonstrate research skills and are able to collect, analyze and interpret data; they are capable of developing ideas into finished projects; they show critical skills while arguing their case; they have strong intrinsic motivation and are able to manage their work effectively.
- Students skillfully draw on their imagination, intuition and creative thinking.
- Students are able to coexist in a culturally diverse environment with people having different outlooks on life.
- Students demonstrate the ability to control their behavior and adapt to new or changing conditions, including public speaking situations.
- Students demonstrate self-evaluation skills and are able to provide constructive feedback on the work of their peers as well as reflect critically on current social, creative, scientific and ethical issues.
- Students display interpersonal skills; they communicate and negotiate effectively with other practitioners and professionals in the field of fine art in order to develop the repertoire of professional skills and achieve desirable outcomes.
- Students make valuable contribution to a team while working on collaborative projects or cultural ventures.
- Students are able to clearly articulate their ideas in order to effectively delegate project tasks.
- Students are familiar with basic principles concerning intellectual property law.