

Study Programme: Applied Arts and Design
Course Unit Title: Applied Graphics
Course Unit Code: MP2102
Name of Lecturer(s): Nikola Berbakov, Gabriela Spasojević, Vanja Todorić, Luka Prstojević
Type and Level of Studies: Master studies
Course Status (compulsory/elective): Elective
Semester (winter/summer): Winter and summer
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): Face-to-face
Number of ECTS Allocated: 6
Prerequisites: None
<p>Course Aims: Improvement of students in the field of applied graphics through theoretical and practical work. Research in the function of realizing one's own artistic project and the theoretical part of the final work. Practical work on assignments followed by a series of lectures and analysis of selected works.</p> <p>The final master's thesis should present the student as a mature creative person capable of responding to more demanding project tasks that represent a successful synthesis of applied graphics with other areas of art, but also other scientific areas at their points of contact. The goal of the course is student improvement and research in the function of realizing one's own artistic project in the field of applied graphics through theoretical and practical work.</p>
<p>Learning Outcomes: Students' ability to set up and develop an independent artistic-research project, methods of realization and evaluation. Theoretical experience gained by analyzing representative historical examples of graphic design. Practical experience in various areas of applied graphics and its application in the setting of an independent art-research project.</p> <p>Competences to conceptually set up, elaborate and realize an independent artistic-research project within the framework of the research process. Practical ability to create a visual identity and presentation, as well as graphic design of an independent artistic research project.</p>
<p>Syllabus:</p> <p><i>Theory</i></p> <p>Work with students on the theoretical setting and concept of an independent artistic-research project. Research and collection of materials from the history of applied art. Connecting the master topic with practical and theoretical work in the field of applied graphics. Analysis of the master's topic, selection of appropriate literature, visits to marketing agencies and printing houses (optional).</p> <p><i>Practice</i></p> <p>The project tasks are adapted to the chosen field of applied graphics: visual communications, packaging, advertising, graphic standards, interactive graphics. The setting of the visual identity as the initial stage of the elaboration of the master's work, the elaboration of the concept, the analysis of examples from contemporary domestic and foreign practice, the selection of materials and realization technology. Synthesis of two-semester research in the form of a PDF presentation.</p>

Required Reading:

1. Aynsley J., Century of Graphic Design, A: Graphic Design Pioneers of the 20th Century, Mitchell Beazley, London, 2001.
2. Johnson, M. *Problem Solved: A Primer in Design and Communication*, Phaidon Press, London, 2004.
3. Noble, I., Bestley R., *Visual Research: An Introduction to Research Methodologies in Graphic Design*, AVA Publishing, Switzerland, 2011.
4. Fawcett, R., *Experimental Formats & Packaging*, Rockport Publishers, New York, 2007.
5. Felton, G., *Advertising: Concept and Copy*, W. W. Norton & Company, New York, 2013.
6. Garrofe, J. M., *Structural Packaging*, Index Book, Spain, 2007.
7. Landa, R., *Generating and Designing Creative Ideas Across Media*, John Willey & Sons, USA, 2010.
8. Lidwell, W., Holden, K., Butler, J., *Universal Principles of Design*, Rockport Publishing, New York, 2010.
9. Sagmeister, S., *Another Book*, Abrams Books, New York, 2011.
10. Heller, S., Anderson, G., *The graphic design idea book Inspiration from 50 masters*, Laurence King Publishing, London, 2016.
11. Heller, S., Vienne V. *Becoming a Graphic & Digital Designer a Guide To Careers in Design*, John Wiley & Sons, New Jersey, 2015.

Weekly Contact Hours: 3**Lectures: 2****Practical work: 1****Teaching Methods:** Lectures, exercises and consultations**Knowledge Assessment (maximum of 100 points): 100**

Pre-exam obligations	points	Final exam	points
Active class participation	30	Presentation of practical work	30
Practical work	30		
Preliminary exam(s)	10		
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.