

Study Programme: Fine Arts
Course Unit Title: Basics of Applied Graphics 1
Course Unit Code: OP2507
Name of Lecturer(s): Nikola Berbakov, Gabriela G. Spasojević
Type and Level of Studies: Undergraduate academic studies
Course Status (compulsory/elective): Elective
Semester (winter/summer): Winter
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): Face-to-face
Number of ECTS Allocated: 3
Prerequisites: None
Course Aims: An introduction to basic areas of applied graphics such as visual communications and graphic symbols. Practical work on tasks with the use of modern graphic software. Acquiring basic knowledge about the production and realization of works in the field of applied graphics. Lectures and analysis of selected papers from domestic and foreign practices.
Learning Outcomes: Students' ability to create their own promotion and visual identity. Gaining experience in setting up and developing conceptual solutions in connection with other artistic fields. Mastery of basic graphic software and digital presentations of conceptual solutions.
<p>Syllabus:</p> <p><i>Theory</i></p> <p>Introductory lectures on the concept and importance of applied graphics in contemporary artistic practice. Analysis of the possibility of applying classical art techniques in visual communications and graphic design. A review of the development of graphic design throughout the history of art, with the aim of connecting it with other artistic fields. Discussions and collective analyzes of selected papers.</p> <p><i>Practice</i></p> <ol style="list-style-type: none"> 1. Signum (sign based on initials) 2. Pictogram (series of graphic symbols obtained by stylization of visual forms) 3. Term logo (visualization of the concept through an innovative typographical expression) <p>Practical work takes place in three phases:</p> <ul style="list-style-type: none"> - Task setting - Concept development, consultations - Realization of work, presentation, colloquium
<p>Required Reading:</p> <ol style="list-style-type: none"> 1. Ilić, M. & Heller S., <i>Handwritten : Expressive Lettering in the Digital Age</i>, Thames & Hudson, UK, 2004. 2. Lidwell W., Katrina Holden, Jill Butler, <i>Universal Principles of Design</i>, Rockport Publishing, New York, 2010. Sagmeister, S., 3. <i>Another Book</i>, Abrams Books, New York, 2011.

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.			