

**Faculty of Fine Arts / GRAPHIC DESIGN / GRAPHIC COMMUNICATIONS III**

<b>Course:</b>	GRAPHIC COMMUNICATIONS III			
<b>Course ID</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS credits</b>	<b>Lessons</b> (Lessons+Exercises+Laboratory)
3621	Mandatory	5	9	2+3+0
<b>Programs</b>	GRAPHIC DESIGN			
<b>Prerequisites</b>	No prerequisites.			
<b>Aims</b>	The aim of the course is to introduce students into complex tasks of graphic communications - visual identity, poster and packaging design. Training students for an independent creative work and developing advanced skills of practical, technological and theoretical experience of graphic design issues. Implementation of design principles in designing posters, visual identity and packaging.			
<b>Learning outcomes</b>	Upon completion of this program, the student will be able to: 1. Understand character and importance of various stages of design process, from concept, through research and critical analysis, to the final realization. 2. Create packaging labels according to the relevant product characteristics. 3. Conceive visual solutions for a client within a defined time and technical frame. 4. Integrates multiple poster solutions into unity style series.			
<b>Lecturer / Teaching assistant</b>	prof. Ana Matić, MFA - lecturer / Adela Zejnilović, MFA - teaching assistant			
<b>Methodology</b>	Frontal lectures, practical individual work - assignments, students' research tasks., presentations, discussions. Some segments may be organized through workshops or as a colloquium.			
<b>Plan and program of work</b>				
Preparing week	Preparation and registration of the semester			
I week lectures	Social Awareness posters / Appeal poster			
I week exercises	ass.1. - Social Awareness posters			
II week lectures	Social Awareness posters / Health poster			
II week exercises	ass.1. - Social Awareness posters			
III week lectures	Social Awareness posters / Ecological poster			
III week exercises	ass.1. - Social Awareness posters			
IV week lectures	Analysis and evaluation - Assignment no. 1 / Theme explanation for assignment no. 2 /			
IV week exercises	ass.2. - Postage stamps and supporting applications			
V week lectures	Design specifics of certificates and securities			
V week exercises	ass.2. - Postage stamps and supporting applications			
VI week lectures	Postage Stamp and Philately			
VI week exercises	ass.2. - Postage stamps and supporting applications			
VII week lectures	Analysis and evaluation - Assignment no. 2 / Theme explanation for assignment no. 3 /			
VII week exercises	ass.3. - CD cover and music poster			
VIII week lectures	Music poster, program, and CD packaging			
VIII week exercises	ass.3. - CD cover and music poster			
IX week lectures	Movie poster and DVD packaging			
IX week exercises	ass.3. - CD cover and music poster			
X week lectures	Analysis and evaluation - Assignment no. 3 / Theme explanation for assignment no. 4 /			
X week exercises	ass.4. - Design a series of labels			
XI week lectures	Design of simple labels for the food industry			
XI week exercises	ass.4. - Design a series of labels			
XII week lectures	Design of luxury labels for the spirits			
XII week exercises	ass.4. - Design a series of labels			
XIII week lectures	Objectives of the product presentation / Use of photos (Theme explanation for colloquium no. 1 /			
XIII week exercises	ass.4. - Design a series of labels			

XIV week lectures	(c1. - time-limited assignment: re-design of the logo/add/ poster)					
XIV week exercises	ass.4. - Design a series of labels					
XV week lectures	Analysis and evaluation - Colloquium no. 1 / Analysis and evaluation - Assignment no. 4 /					
XV week exercises	Evaluation of the semester					
<b>Student workload</b>	Weekly: 4,5 ects x 40/30 = 6 hours Structure: Lectures: 2 hours 30 min (2 hours group work, 30 min individual work) Exercises: 1 hour (30 min. group, 30 min individually) Independent students work: 2 hours 30 min. Per semester: Lectures and final exam: (6 hours) x 16 = 96 hours Preparation: 2 x (6 hours) = 12 hours Total work hours for the course: 4,5 x 30 = 135 hours Additional work: up to 27 hours Structure 96 hours( lectures) + 12 hours (preparation) + 27 hours (additional work).					
<b>Per week</b>			<b>Per semester</b>			
<b>9 credits x 40/30=12 hours and 0 minuts</b> 2 sat(a) theoretical classes 0 sat(a) practical classes 3 excercises <b>7 hour(s) i 0 minuts</b> of independent work, including consultations			Classes and final exam: <b>12 hour(s) i 0 minuts x 16 =192 hour(s) i 0 minuts</b> Necessary preparation before the beginning of the semester (administration, registration, certification): <b>12 hour(s) i 0 minuts x 2 =24 hour(s) i 0 minuts</b> Total workload for the subject: <b>9 x 30=270 hour(s)</b> Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) <b>54 hour(s) i 0 minuts</b> Workload structure: <b>192 hour(s) i 0 minuts (cources), 24 hour(s) i 0 minuts (preparation), 54 hour(s) i 0 minuts (additional work)</b>			
<b>Student obligations</b>			Each student is required to attend the classes and to realize all required assignments through the process work and consultations. In the fifteenth week of the semester, the student is required to realize (print) all assignments and participate in the pr			
<b>Consultations</b>			Weekly - according to the schedule for a particular academic year / semester.			
<b>Literature</b>			LETTERHEAD & LOGO DESIGN, Rocksport Publisher, 2003; Graphis poster 93 - The international annual of poster art; Graphis poster annual 2002 - The international annual of poster art; SWISS GRAPHIC DESIGN, Robert Klanten, Hendrik Hellige, Mika Mischler, 200			
<b>Examination methods</b>			- Class attendance and activities - 10 points. - Realization of assignments - 40 points. - Colloquiums - 10 points. - Final exam - 40 points. The passing grade is obtained if collected 51 points.			
<b>Special remarks</b>						
<b>Comment</b>						
<b>Grade:</b>	F	E	D	C	B	A
<b>Number of points</b>	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points