

Name of the course:	Graphic Communications III			
Course code	Course status	Semester	Number of ECTS credits	Teaching hours
-	obligatory	5	9	2P+3V

Study programs for which it is organized: Study Program Graphic Design
Bachelor academic studies at the Faculty of Fine Arts Cetinje (6 semesters, 180 ECTS credits).

Conditionality to other courses: There are no prerequisites.

Course aims: The aim of the course is to introduce students to the basics of designing orientation systems and simple infographic forms. Enabling students for independent creative work on mastering practical, technological and theoretical experiences, which includes the design of a postage stamps, industrial advertising poster, orientation systems and infographics.

Learning outcomes:

- Synthesize of learning from disparate fields into integrative design form.
- Analyzes and applies knowledge in the field of industrial advertising.
- Kreira adekvatna vizuelna rješenja u oblasti signalizacije i orijentacionih sistema.
- Creates adequate visual solutions in the field of signage and wayfinding / orientation systems.
- Understands the basic principles of information design and creates simple infographic elements.

Name and surname of teacher and assistant:

prof. Ana Matić, MFA, Maša Mušikić – *Teaching assistant*

Teaching and studying methods: Frontal lectures; practical individual process work - exercises; debates; seminars. Some segments of teaching, ie. exercises can be organized through workshops or as a colloquium.

Work plan and program:

week	
I	Curriculum Introduction
	<i>Security papers</i>
II	The specifics of the design of security papers
III	Micro-macro relationship in graphic design
IV	Postage stamps and philately
	<i>Poster and Advertising</i>
V	Industrial poster and advertising
VI	Symbolic values of posters and advertising
VII	<i>Exercise analysis and evaluation</i>
	<i>Orientation systems</i>
VIII	Signage / Wayfindings
IX	Mapping
X	Design of simple orientation systems
XI	<i>Exercise analysis and evaluation</i>
	<i>Information design</i>
XII	Introduction to information design - Isotype and Infographics
XIII	Analysis of the data structure
XIV	Design of simple infographic elements
XV	<i>Exercise analysis and evaluation of the semester</i>

Student workload:

<p><u>Weekly</u></p> <p>9 credits x 40/30 = 12 hours</p> <p>Structure: Lectures: 2 hours Exercises: 3 hours</p> <p>Self-study activities including consultations: 8 hours and 15 minutes</p>	<p><u>During the semester</u></p> <p>Lectures and final exam: 12 hours x 16 = 192 hours</p> <p>Necessary preparations before the beginning of the semester (administration, enrollment, certification) 2 x (12 hours) = 24 hours</p> <p>Total workload for the subject 9x30 = 270 hours</p> <p>Additional work for the preparation of the exams in the remedial exam period, including taking the make-up exam from 0 to 54 hours (remaining time from the first two items to the total workload for the subjects)</p> <p>Workload structure: 192 hours (Teaching) 24 hours (Preparation) + 54 hours (Additional work)</p>
---	---

Student responsibilities: Each student is obliged to regularly attend classes, through process work and with consultations, realize all the planned exercises and prepare a presentation at the end of the semester, for the final exam.

Consultations:

Literature:
Steven Heller, Mirko Ilic: *Anatomy of Design: Uncovering the Influences and Inspirations in Modern Graphic Design*, Rockport Publishers; Steven Heller, Veronique Vienne: *100 Ideas that Changed Graphic Design*, Laurence King Publishing; *HOW TO FOLD*, The Pepin Press, 2005; *Design of Dissent* – Milton Glaser, Mirko Ilic; Michael Evamy: *Logo - The Reference Guide to Symbols and Logotypes*, Laurence King Publishing; Ed Annink, Max Bruinsma: *Gerd Arntz - Graphic Designer*, 2010; David McCandless: *Information is Beautiful*, 2012; Sandra Rendgen: *Information Graphics*, 2012; Randy Krum: *Cool Infographics: Effective Communication with Data Visualization and Design*, 2013; Steven Heller, Rick Landers: *Raw Data: Infographic Designers' Sketchbooks*, 2014; Alberto Cairo: *The Functional Art: An Introduction to Information Graphics and Visualization*, 2012. Philipp Meuser: *WAYFINDING AND SIGNAGE - Construction and Design Manual*, DOM Publishers 2010; Per Mollerup: *Wayshowing > Wayfinding: Basic & Interactive*, BIS Publishers, 2013; Per Mollerup: *Simplicity: A Matter of Design*, BIS Publishers, 2013;

Forms of knowledge assessment and grading:
10 points - Regular attendance and class activity
40 points - Process realization of the exercises
10 points – Colloquium / Essay
40 points -Final exam
A passing grade - 50 points

Grades: A (90-100); B (80-90); C (70-80); D (60-70); E (50-60)

Teacher who prepared the data: prof. Ana Matić, MFA

Additional course information: In addition to this syllabus, at the beginning of the semester, the student additionally receives a precise list of exercises with all the necessary information on the topic and form of the final presentation.