DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Basics of the Graphic Design Thinking (Research Methods in the Graphic Design)
Name of the subject in English:	Basics of the Graphic Design Thinking (Research Methods in the Graphic Design)
Credit value of the subject:	5
The code of the subject in the electronic study system:	MN-BAGDRM-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course reflects the diversity of contemporary graphic design practice. Designers usually work in teams to solve social problems and business challenges. They also continue to develop the visual language of design through the creative use of tools and ideation techniques. Designing can be an individual experience or a group endeavor. In classroom settings, design training tends to emphasize personal development, owing to the structure of educational programs and the expectations of students. Collaboration is more common in the workplaces, where designers continually communicate with clients, users, and other colleagues. The exercises include team-based approaches as well as techniques that help designers develop their own creative voices. The concept "design thinking" commonly appears in reference to ideation, research, prototyping, and interaction with users.
Learning outcomes:
The students
– collect and analyze data relevant to design research
– analyze theoretical and methodological approaches
– apply the requisite research and writing skills, and use appropriate terminology
– fulfill the requirements related to research ethics and plagiarism
– present the research subject and defend work adequately in an oral presentation

SUMMARY OF THE CONTENT OF THE SUBJECT

The aim of the course is to create a corporate identity for Phillips Collection's Centennial Year. The parts of the identity: Logo and identity for Centennial Year, identity for a centennial

exhibition named Seeing Differently. Create design for franchise opportunities.
Through this project, students will get to know and understand the workflow of a real brand identity. They will learn how to prepare different graphic materials for different mediums. They will experience the boundaries and opportunities of complex design work.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Mandatory task:
• logo and identity for Centennial Year of Phillips Collection:
- logo, identity pattern, logo guide
• identity for centennial exhibition (Seeing Differently)

• create a design for franchise opportunities
(with mockups and rules of use)
• presentation about the work (include workflow
documentation and sketchbook)The steps of the design process
Optional task:
• redesign the Phillips Collection logo
• full brandbook (base logo, Centennial Year logo and
exhibition identity)
Corporate identity, branding:
1. client brief
2. discussion with the client
3. research (target group and brand history, philosophy, environment, company, competitors,

etc.)
4. idea and sketches
5. design the logo and pattern (correction turns with the client)
6. finalize the logo
7. brandbook

EVALUATION OF THE SUBJECT:

Conditions for completing the course, evaluation criteria:
The criteria of grading are regular participation in the classes and the completion of the outof-

class assignments. For being given a grade, it is necessary to hold a presentation
containing the portfolio of the term.
The criteria of evaluation:
– class activity, participation, consultation
– a piece of work created, the prudence, quality, and validity of the design
– individual work, invention
– the content of the presentation, the quality of documentation, and the presentation
– the completion of tasks meeting deadlines
Grades:
91-100%: excellent
76-90%: good
61-75%: average
51-65%: satisfactory
0-50%: unsatisfactory (fail)
The components of the grade:
Quality of the design (30%)
Quality of ideas (30%)
Quality of the documentation (20%)
Quality of the presentation (20%)
The evaluation is based on the work created, and the documentation and oral presentation
introducing the work itself at the exhibition.
The students get a grade and an oral evaluation; during the term, there are self-reflective
practices.

OBLIGATORY READING LIST:

- Cross, Nigel: *Design thinking : understanding how designers think and work.* Berg, 2011
- Lupton, Ellen: *Graphic design : the new basics.* Princeton Architectural Press, 2015
- Samara, Timothy: *Making and breaking the grid : a graphic design layout workshop.* Rockport, [2017]
- Alex W. White: The Elements of Graphic Design, Allworth Press, 2011
- Gavin Ambrose, Paul Harris: Design thinking for visual communication, Bloomsbury, 2015
- Helen Armstrong: Graphic Design Theory: Readings from the Field, Princeton Architectural Press, 2009

- Jamer Hunt, Meredith Davis: Visual communication design: An introducton to design concepts in everyday experience, Bloomsbury, 2017