Subject code	Credits
INF3022	3

Title

GRAFINIS DIZAINAS

Title in English

GRAPHICAL DESIGN

Subject goal and annotation

The course introduces the graphic design graphic design object. It consists of two parts: the color resolution graphics design and style basics. Color resolution graphic design introduces students to the color of nature, basic color terms, color modes and resolution graphic design objects. The course content is based on spalvotyros key scientific principles. Students perform exercises task to figure out the color effect essence. Theoretical knowledge of the students are taught to adapt practice. Font -based courses present students basic concepts of the font and font value in the text composition. Analyzing font development stages. Examined basic font structure and composition aspects. Great attention is paid to the text composing principles and the value of graphic design applications. The examination of the theoretical foundations students are taught to adapt font compositional principles in practical tasks. Putting color and font bases are some of the core courses the development of graphic design objects in different environments.

Prerequisites

-

Relationship between the learning outcomes of the Programme and learning outcomes of the subject

Learning outcomes of the Programme	Learning outcomes of the subject	Criteria for measuring the achievement of learning outcomes
5. Knowledge of basic art theory, history and methods in arts, their application.	Design theory and its application	Students know theory of design and how to apply it in practice
6.Knowledge of Internet and multimedia products development, their commercial and social impact.	Effect of different design elements on the objects	Students can evaluate, how changing design will affect whole product
14. Ability to analyze and evaluate art projects.	Ability to analyze applied design techniques	Students are able to tell, how certain product was designed and why.
18. Critical analysis of Internet and multimedia projects context and their influence to business, culture and society.	Ability to see influence of different design decisions on the product	Students are able to analyze design of different products and tell, how their will affect representatives of different cultures.

Subject content

	Lecture topics and contents	Hours
1.	Graphical design: object and its elements	3
2.	Colors: tuning, models, types, effect, harmony, symbolics	10
3.	Virtual graphical design and color.	7
4.	Fonts: types, structure, composition, text.	10
	Total	**30**

Practical work contents

Application of theory in practice - small designs. .

Evaluation of study results

Final written exam (50%), mid-term written exam (30%), and assessments of practical work (20%).

Distribution of subject study hours

Lectures	30
Individual studies (including studies in groups, preparation for the mid-term and final exams)	15
Individual studies	45
Total	**90**

Recommended literature

No	Authors and Titles	Number of copies available		
		in the Library of VMU	*in specialized publication collections at VMU*	*in other libraries*
Main Literature				
1.	Klimas A,. *Lietuvos prekių ženklai.* Vilinius: VDA leidykla, 2008	1		
2.	Rabinowitz T., *Exploring Typography.*		1	
3.	Design Your Imagination. Free web design e-book. WebGuru Infosystem	http://www.webguru-india.com/free-webdesign-ebook.php		
Additional Literature				
1.	Bleicher S. *Contemporary Colour.2004*	1		
2.	Feisner E. A. *Colour. 2002*	1		

Subject prepared and coordinated by

Lect. R. Valuzyt