Course Syllabus

I.   General Information

Course name	Internet graphic design
Programme	Informatics
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	BA
Form of studies (full-time, part-time)	Full-time
Discipline	Informatics
Language of instruction	English

Course coordinator	mgr Dorota Pukacz

Type of class *(use only the types mentioned below)*	Number of teaching hours	Semester	ECTS Points
lecture			3
tutorial			
classes			
laboratory classes	30	V	
workshops			
seminar			
introductory seminar			
foreign language classes			
practical placement			
field work			
diploma laboratory			
translation classes			
study visit			

Course pre-requisites	Basics of computer operation. Using programs for processing graphic images.

II.   Course Objectives

Introduce students with the theoretical and practical aspects of web graphics.
Checking and assessing the knowledge and skills acquired by students.

III. Course learning outcomes with reference to programme learning outcomes

Symbol	Description of course learning outcome	Reference to programme learning outcome
KNOWLEDGE		
W_01	The student has general knowledge of computer graphics, animation and image processing	K_W11
SKILLS		
U_01	The student can on his/her own gain and use helpful information included in technical documentation, help files, the Internet and available literature when solving particular computer science problems	K_U02
U_02	The student can utilize technical language used in computer science, is able to communicate employing various communication methods	K_U04
U_03	The student is able to create visual content by using standard graphic API and introduce basic transformations, implement selected procedures of visual content transformations	K_U25
SOCIAL COMPETENCIES		
K_01	Is ready to assess the level of his or her knowledge and skills. The student can conduct a critical evaluation of the received information.	K_K01

IV. Course Content

A short history of web design.
Basics of graphic design and composition aesthetics.
Acquaintance with the theory of colours.
Theory and design of infographics.
Vector graphics: creating basic graphics
Composition of website templates intended for dynamically changing content.
Customize graphics for various display devices.
Optimizing graphics for search engines.
Designing graphics for social media.
Acquaintance with typography.
Pixel art as an example of raster graphics.

V. Didactic methods used and forms of assessment of learning outcomes

Symbol	Didactic methods *(choose from the list)*	Forms of assessment *(choose from the list)*	Documentation type *(choose from the list)*
KNOWLEDGE			
W_01	Discussion	Preparation / implementation of the project	Rating card / Observation Report, Project rating card
SKILLS			
U_01	Discussion ,Practical classes, e-learning, design	Preparation / implementation of the	Rating card / Observation

	thinking	project	Report, Project rating card
U_02	Discussion ,Practical classes, e-learning, design thinking	Preparation / implementation of the project	Rating card / Observation Report, Project rating card
U_03	Discussion ,Practical classes, e-learning, design thinking	Preparation / implementation of the project	Rating card / Observation Report, Project rating card
SOCIAL COMPETENCIES			
K_01	Discussion ,Practical classes, e-learning, design thinking	Preparation / implementation of the project	Rating card / Observation Report, Project rating card

VI. Grading criteria, weighting factors

Grading: 2 projects - 100%

Scoring for the final grade:

91% - 100%	5.0
81% - 90%	4.5
71% - 80%	4.0
61% - 70%	3.5
50% - 60%	3.0
<50%	2.0

Detailed rules of assessment are given to students with each edition of the subject.

VII. Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	Laboratory 30 Consultation 30
Number of hours of individual student work	30

VIII. Literature

Basic literature
David Airey, Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition Von Glitschka, Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork
Additional literature
Guide Inkscape: https://inkscape.org/learn/