

Computer Graphics - Visual Design

Subject area: Civil Engineering/Architecture

University:	CTU
Level:	MA1, MA2, MA all years
Teaching mode:	hybrid: some students participate online, other students attend real-life
Instructor(s):	Kateřina Nováková Ing. arch. Ph.D.

Short description

The Visual Design course departs from traditional software-skills teaching of graphic design programs (Photoshop, Illustrator, InDesign) as it takes storytelling as the main motivation for students to learn the required skills. The course has been running for several years for Erasmus students at the Faculty, and thus can be successfully transformed to include students from EuroTEQ partners.

Full description

Visual design – fusion of arts and digital technology

Visual design is a course for one semester. Since pandemic restrictions have been introduced, our intention was to lead an online course focused on digital methods of visualisation teaching Adobe Photoshop, Adobe Illustrator and Adobe InDesign. After first small tasks students gather in groups of two or three. The main task is to write a sci-fi comic story about their city or university they study at. The topics usually force the students to study a brief history of the place or legends for an inspiration. Humor is usually playing a role too. From a graphic production on the screen the students end up holding a real book in their hands, because the semester is finished by a workshop of making real books.

A visit of the lector at the universities for the final workshop is a part of the blended form. Plus instruction videos are being prepared. This project should provide EuroTeQ with a database of stories, how students experience their stay at the university. Such stories can for example also be used as PR of EuroTeQ activities. Furthermore, short videos can be made on the base of the graphical output for example in the following semester.

The course builds on past performance since it was taught for Erasmus students for many years at the faculty. Material from the course ended up being used in CTU PR material “Study in Prague”.

Goal of the project

The course is currently taught in a classical exercise-oriented structure, employing frontal teaching, and complemented with lectures and a workshop. It is a traditional format, where first part of the semester is devoted to gaining the knowledge of Photoshop and Illustrator through lectures, exercises and a small individual homework each week in order to directly use the learned knowledge. The outputs of the course are open to the public, so students are motivated to deliver quality work. An excursion through

the city is made in the middle of the semester, where own photo-material is gathered and possible “action places” are found. This can be done individually by each student or the students together. The point of the excursion is also to find partners for the group-work. For this course, the students need to be neither from the same class nor from the same schoolyear. It is a vertical subject. The second part of the semester is started with making a 1 page of storyboard in any format. The teacher helps with a structure of the story and Adobe InDesign is taught in order to give the story a booklet format consisting of 16, 20 or 24 pages A5. Students choose a graphic style of the story, colours and layout. The final format is for each group the same, so that all stories from the class can be fixed together into one book.

Learning outcomes

1. Students are personally motivated to generate best work possible when showing the work to the others and to the public.
2. When working in groups, students learn from each other.
3. The course is independent of level of education and actual position of the student.
4. The outcomes are real products.
5. The books document the city or university from the point of view of the students and can deliver a feedback.

General information

Contact hours per week: 2

Total workload: 50 (in student hours for the whole course)

ECTS credits: 2

Language: English

Course start date: 19 September 2022

Course end date: 15 January 2023

Add. info about start date: Start course date refers to start of the semester at CTU. Schedules will be available 1-2 weeks before semester starts. Lectures are taken place from 19.9.2022 until 15.1.2023. Examination period from 16.1.2023 until 19.2.2023.

Weekly teaching day/time:

Time zone: CET (Denmark, Germany, France, Netherlands, Switzerland, Czech Republic)

Further information: lessons will be recorded and provided to students

Prerequisites: none

Activities and methods: Lectures, Seminars, Group work

Presence on campus:

Final examination

Form: project

Date:

Location/format: online

Re-sit possibility:

Transcript available: end of semester

Add. info/requirements:

Registration

To register for this course, follow the registration requirements of your **home university** as specified here: www.euroteq.eu/courses-registration.

Administration

Number of places: 12

Minimum participants: 4

Internal course code:

Contact: bruhokat@fa.cvut.cz

This course is part of the EuroTeQ Engineering University joint course catalogue 2022/2023. This is a collaborative activity of the partner universities DTU, L'X, TU/e, TalTech, CTU, TUM as well as Technion. Students from these universities can participate in the offered courses. It is the responsibility of the student to check if you fulfil the requirements to participate in a specific course. Students are also advised to check with their home institution how to get recognition of the ECTS credits gained in courses of the EuroTeQ course catalogue. For further information about EuroTeQ Engineering University, visit www.euroteq.eu or get in touch with the above-mentioned point of contact.