

Course catalogue for the **APPLIED GRAPHIC ARTS** subject area

Mandatory courses

Course title	ECTS credits
Applied Graphic Arts Studio	15 ECTS
Computer-Aided Design	5 ECTS
Illustration	5 ECTS
Art and Culture in Croatia	2 ECTS

Elective courses

Course title	ECTS credits
Typography	5 ECTS
Lettering	5 ECTS
Graphic Arts Techniques	5 ECTS
Figure Drawing	5 ECTS
Drawing Processes	5 ECTS

Remarks

- it is not possible to enrol more than 32 ECTS per semester
- the listed courses are available to incoming exchange students exclusively
- the list is subject to change

Course title	Applied Graphic Arts Studio
Course code	120326
ECTS credits	15 ECTS
Contact hours	9 mentorship hours per week
Course content	<p>Having acquired experience in visual identity design, students can begin working on tasks they find closest and most interesting. Such as: designing posters, books, signs etc. Students should tackle these tasks using different artistic approaches: illustrative, minimalist, typographic and similar, with a special emphasis on the work's concept, idea and message. These solutions might lead them toward cartoons, set design, photography, puppetry and some other areas which draw from the knowledge and experience of applied graphic arts, and which may become relevant depending on the student's interests. There is a special emphasis on book design, which opens up interesting possibilities in moving toward different visual media. We also work with students on some tasks (competitions) that come up during the year, and are interesting due to limited deadlines, so students must respond quickly and efficiently.</p>
Learning outcomes	<ul style="list-style-type: none"> - can identify, process and analyse information from a variety of sources; - can apply the acquired knowledge and skills in their artistic research; - are capable of creative artistic work based on a task or commission; - are able to apply the knowledge acquired in the medium of art graphics to the field of applied arts; - are able to produce illustrations, visualize printed materials, posters, packaging, visual identities and related tasks; - are able to verbally present their work, ideas and projects; - are able to recognize artistically valuable content in the object world; - are capable of using the procedures of analysis and synthesis in their artistic work; - are capable of critically examining their own and others' artistic work; - are capable of applying to competitions and projects in their professional field
Grading and evaluation	To take the exam, one must regularly attend classes, work continually on practical tasks, and complete all artworks on the given topics.

Course title	Computer-Aided Design
Course code	167724
ECTS credits	5 ECTS
Contact hours	1 lecture + 2 exercise hours per week
Course content	vector graphics; visual identity / add-ons / developing visual identity through application; devising and rendering three complex forms of visual communications: designing an event, festival and similar complex content with spatial and electronic components of visual identity; devising innovative approaches to solving problems of visual identity; new aspects of application and new approaches to target groups; specific elaboration according to theme; vector applications used: Adobe InDesign and Illustrator, as well as Photoshop for image processing; work on recent examples; professional terminology and analysis of the results
Learning outcomes	<p>Students will:</p> <ul style="list-style-type: none"> - be able to define all elements of a visual identity; - learn how to identify and purposely use elements of existing visual identities; - become familiar with the process of designing and rendering a visual identity; - be able to execute their own design using digital tools for vector and bitmap graphics; - be able to creatively devise innovative solutions when rendering visual identities.
Grading and evaluation	Assessment is made of individual progress, the quality of work achieved, engagement and discipline, as well as productivity.

Course title	Illustration
Course code	120327
ECTS credits	5 ECTS
Contact hours	3 exercise hours per week
Course content	<ul style="list-style-type: none"> - what is contemporary illustration; - interpretation of an art piece (Picasso - Manet); - how to interpret an artwork through one's own work (Giorgio de Chirico); - Calder - drawing with wire; - hands as subject matter in the history of art; - illustrating poetry (subject matter: hands); - eroticism as subject matter in the history of art; - various projects where the work is based on illustration, open calls etc.; - preparing the project of a Guide through Zagreb, with drafted chapters, a storyboard, illustrations and photographs; - consultations with reviews of students' works - discussion
Learning outcomes	<p>Students will:</p> <ul style="list-style-type: none"> - be able to identify, process and analyse information from various sources; - be able to apply the gained knowledge and skills in their artistic research; - be capable of visually creative work based on a task or commission; - be capable to apply the knowledge gained in the medium of art graphics in the field of applied arts; - be able to execute illustrations, design printed media, posters, packaging, visual identities etc.; - be capable to verbally present their work, ideas and projects.
Grading and evaluation	Requirements for taking the exam include regular attendance and work on practical tasks, completion of all artworks according to the given themes.

Course title	Art and Culture in Croatia
Course code	193474
ECTS credits	2 ECTS
Contact hours	2 lecture + 1 seminar hours per week
Course content	<p>Over the course of the semester, a systematic periodization is provided of artistic practices, styles, movements and phenomena in the visual arts in Croatia, starting from prehistoric cultures to contemporary art tendencies. An introduction is given to the most important monuments and protagonists, while works and artefacts are analysed within the socio-cultural context from/in which they originated. The various phenomena in the national history of art are viewed in the context of general Western art history, while specially focusing on interpreting the changing historical circumstances, trajectories of cultural transfer and ways of mediating forms and content that shaped a national art canon. Aside the lectures in classrooms, tours are taken of various museums, monuments and cultural institutions in Zagreb, so as to introduce (international) students to the cultural facilities at their disposal, and complement the practical tuition provided at art courses.</p>
Learning outcomes	<p>Upon completing the course and passing the exam, students shall:</p> <ul style="list-style-type: none"> - become familiar with the periodization of artistic practices, styles, art movements and phenomena in Croatia, starting from prehistorical cultures to the tendencies in contemporary art; - be acquainted with major monuments, works of art and artists from the national artistic canon; - be able to position the most important phenomena and protagonists from the national artistic canon within the wider framework of Western art history; - by becoming introduced with changing historical contexts, cultural transfers and mediations that shaped artistic practice in Croatia, international students will gain insight into what makes a national canon specific, and be able to apply this knowledge when critically examining their own local/national art phenomena, within the framework of Western art history; - over the course of their semester in Zagreb, international students will be introduced to and given a tour of major monuments, museums and other cultural institutions, while students of the Academy will be provided with another incentive to use the city's cultural infrastructure in their future studies and artistic practice.
Grading and evaluation	<p>Students are expected to attend the course regularly, take an active part during the classes, write a 5-page paper and pass the oral exam upon the course's completion, based on the knowledge gained from the given reading and the lectures.</p>

Course title	Typography
Course code	167735
ECTS credits	5 ECTS
Contact hours	1 lecture + 1 exercise hours per week
Course content	<ul style="list-style-type: none"> - texture - first printed script; - humanist Antiqua and cursive; - Gutenberg, Venetian printing offices, incunables; - lowercase and uppercase printed text; - quality of printing and influence of writing experience and the original drawing corrections of letters; - Renaissance, Baroque and Neoclassicism in Antiqua; - questions of style and technology, masters of the 16th, 17th and 18th c.; - various influences on typography - calligraphic innovations and influences; - English handwritten script, Alois Sennefelder - lithography, steel quilt; - end of 19th c. - William Morris, ancient influences and Art Nouveau, Rudolf von Larisch, Rudolf Koch; - newspaper Antiqua - industrialisation; - corrections and redesigns of font style, optical corrections suited for contemporary print
Learning outcomes	<p>Students will:</p> <ul style="list-style-type: none"> - be introduced to the origin and technologies of printing with movable letters; - become introduced to the development of typographic design; - get to know ways of creating typographical elements; - be introduced to typographic styles; - gain basic knowledge for working on typographic projects; - become acquainted with the professional terminology and be able to build on the knowledge they acquired individually.
Grading and evaluation	The grade is awarded for attending the classes during the semester, progress in individual execution of tasks and exercises, application of the knowledge acquired, and individual creative capacity.

Course title	Lettering
Course code	224486
ECTS credits	5 ECTS
Contact hours	1 lecture + 1 exercise hours per week
Course content	<ul style="list-style-type: none"> - history of origin and development of script - from pictograms to alphabet; - ideographic and alphabetical systems in different cultures and civilizations; - architecture and script; - visual components of the Latin script - rhythm, balance, proportion, form and anti-form; - sequence - spatial functioning of letters; line and spacing, spatial pace and rhythm, kerning, spacing; - majuscule - proportion and harmony, form and anti-form, serifs and entasis, optics; - quadrata - formal and functional features, horizontal format, rusticity, static character; - rustic - narrow letter as a formal quality, pronounced spacing; - uncial and half-uncial - appearance of ascenders and descenders; - the four-line system, initial letters, titles, book page; - Carolingian and Beneventan - functionality and optics, zone of transmission and zone of recognition; - Gothic - architectonics, ornamentation, extensive zone of transmission and questionable legibility; - Humanist minuscule; - cursive and Arabic numerals - functionality, legibility, parallels to the Antiquity; - Humanist Antiqua and cursive - composition of the book page, book block, columns, bordures, cursive, lowercase and uppercase text; - realization of final works
Learning outcomes	<p>Students shall:</p> <ul style="list-style-type: none"> - be introduced to the origin and development of script; - be introduced to the formal potential of the handwritten script; - learn of palaeographic aspects of the Latin script; - be acquainted with ways of writing basic forms of the Latin script; - be acquainted with calligraphy.
Grading and evaluation	<p>Assessment is made of active participation in the course during the semester, advancement in individual execution of tasks and exercises, application of the knowledge gained as well as of individual creative abilities.</p>

Course title	Graphic Arts Techniques
Course code	209359
ECTS credits	5 ECTS
Contact hours	6 exercise hours per week
Course content	<p>Developing creativity through drawing and printmaking: encouraging drawing on the imagination and rendering an artistic idea suitable for translating onto a matrix. Developing a personal graphic expression. Recognizing a suitable printmaking technique for a design or an idea. Continued work on the classic techniques of high and deep printing and introduction to the advanced techniques of deep printing and the possibilities of combining them, with each other and with the techniques of high printing. Introduction to the techniques of lithography and screen printing. Acquiring of skills of preparing the matrixes and printing in the aforementioned techniques. Exercises, individualized approach to each student, according to the characteristics of his/her artistic expression. Continued review of drawings done outside the compulsory programme. Discussing how to modify them and use as designs to be printed. Monitoring the work on the matrixes and in the process of printing. Discussing how to develop ideas and possibilities and tackle problems of artistic or technical nature. Review of the finished prints and consideration of what further artistic directions to take.</p>
Learning outcomes	<p>Students will:</p> <ul style="list-style-type: none"> - be familiar with the evolution of graphic arts from prehistoric times to the present day; - be able to analyse and critically assess their and others' artistic work; - be able to independently recognize the possibilities of translating an idea from the design to the prints; - be familiar with and able to use materials and tools needed to execute works in the techniques of flat and screen printing; - be able to express themselves visually in the basic techniques of flat and screen printing.
Grading and evaluation	<p>Grades are awarded given the regularity of attendance, productivity, inventiveness, initiative and quality of executed works. Presentation of works and discussion of what was achieved.</p>

Course title	Figure Drawing
Course code	120322
ECTS credits	5 ECTS
Contact hours	8 mentorship hours per week
Course content	<ul style="list-style-type: none"> - linear drawing of the moving human body in different techniques; - linear drawing of the human body in space; - framing and modelling details drawn from observation; - modelling a drawing with a composition of a human body in space; - drawing a figure from observation with a change of lighting; - recomposition; - balancing elements of line and surface in a composition; - colour drawing from observation; - composition of the human body in space by combining techniques; - two-figure composition; - recomposing the figure by changing the viewpoint; - reduction of surfaces when depicting volumes; - abstracting recognizable shapes in the composition of a drawing; - drawing a figure in associative poses (working position of the human body); - composing a body drawing from observation using assembled elements (collage); - composing a body drawing from observation on a toned surface; - composing a body drawing from observation on a coloured surface; - multiple-figure composition in small format; - spatial drawing using different drawing techniques; - composition of the human body drawing with a change of background; - composition of the human body drawing in a chosen technique; - work on chosen sketches with consultation and discussion; - review of works, analysis and evaluation
Learning outcomes	<p>Students will know how to execute:</p> <ul style="list-style-type: none"> - drawing tasks from observation and free concepts in various drawing techniques; - exercises according to given drawing tasks, set after the drawing programme as well as their combinations and spatial interpretations from a live model or own imagination.
Grading and evaluation	<ul style="list-style-type: none"> - regular attendance of min 90%; - producing a map of drawings

Course title	Drawing Processes
Course code	147482
ECTS credits	5 ECTS
Contact hours	2 mentorship + 2 exercise hours per week
Course content	<ul style="list-style-type: none"> - drawing from observation; - including the process of imaginative reflection in the execution of drawings; - introduction to the possibilities presented by different drawing techniques (through examples); - reflecting on the drawing as an independent art object, not only as a preparatory or additional segment; - encouraging work through discussion or narration, interaction (possibility of graduate students' participation (Methodology of Art Education)); - executing the works in stages, finishing earlier started works; - drawing by expanding the composition and researching elements of the drawing; - combining drawing techniques in a single format or by setting multiple formats; - setting the drawing elements (technique and execution) for the purpose of creating a multi-structural ensemble
Learning outcomes	<p>Upon finishing the one-semester course, students will be able to:</p> <ul style="list-style-type: none"> - recognize characteristics of drawing techniques and their application in the drawing process; - devise own manner of composing a drawing; - interpret the work process as an impulse for new combinations of techniques and ideas; - establish elements of developing composition and form; - integrate visual elements into the context of a drawing; - create own work as a finished ensemble; - present own work as a finished ensemble.
Grading and evaluation	<ul style="list-style-type: none"> - practical work, regular attendance, active participation, the number of produced pieces and their quality; - presentation of works and their interpretation (elements and reasons for executing particular portions or ensembles); - personal view of the work and the piece produced; - review of the works, discussion and consultations