|  |  |
| --- | --- |
| FACULTY: | Faculty of Architecture and Design |
| FIELD OF STUDY: | Design |
| ERASMUS COORDINATOR OF THE FACULTY: | Jolanta Kwarciak |
| E-MAIL ADDRESS OF THE COORDINATOR: | [kwarciakjolanta@gmail.com](mailto:kwarciakjolanta@gmail.com) jolanta.kwarciak@tu.koszalin.pl |
| COURSE TITLE: | Poster and advertisement graphics workshop. |
| LECTURER’S NAME: | Mateusz Rybarczyk |
| E-MAIL ADDRESS OF THE LECTURER: | Mateusz.rybarczyk@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 9 |
| COURSE CODE (USOS): | 1211>2102>19WPP2-P1 |
| ACADEMIC YEAR: | 2024/2025 |
| SEMESTER:  (W – winter, S – summer) | W |
| HOURS IN SEMESTER: | 90 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | project (practical) |
| LANGUAGE OF INSTRUCTION: | **• English full time scheme for classes with 5 and more international Erasmus+ students enrolled/accepted;**  **• English 50% individually with the teacher + Polish 50% with Polish students or individual project work- scheme for classes with less than 5 international Erasmus+ students enrolled/ accepted;** |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | project work, presentations |
| COURSE CONTENT: | Designing two posters: an illustrational poster being a teaser-poster for an iconic shoe model (e.g. Alexander McQueen’s Armadillo, Dorothy’s Rubin Slippers etc.) and a typographical poster being a conceptual respond to a key-word of “Shadow”. First poster is about analyzing the source material and avoiding literal presentation as well as literal inspiration from the shoe. Typographical poster is a task requiring a narration/context-creation. |
| ADDITIONAL INFORMATION: | The project is supported by a series of short exercises, which are supposed to underline the importance of correlation between the format of the poster and it’s content and to enrich the workshop of the students. |

………………………………………………………………..

/sporządził, data/