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| FACULTY: | Faculty of Architecture and Design |
| FIELD OF STUDY: | Design |
| ERASMUS COORDINATOR OF THE FACULTY: | Jolanta Kwarciak-Osiak |
| 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: | 2023/2024 |
| 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, Polish, (separate group with English depends from number of the incoming students) |
| 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. |

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/sporządził, data/

\*kurs dostępny wyłącznie w języku angielskim