

ERASMUS COURSE CATALOGUE
2021/2022
Common courses for all Erasmus students:

	ECTS
I. SEMESTER	
Communication Strategies	3
Design and Technology of Metal Products	3
Textile Art	3
II. SEMESTER	
Design Management Methodology	3
Entrepreneurship Project	3
Costume Design	3

***While care has been taken to ensure the accuracy of this Catalogue, courses may be changed subsequently.**

Communication Strategies	3
---------------------------------	----------

Assoc. Prof. Jordan Berginc, PhD
Content (Syllabus outline):

- The fundamentals of Design management, DM theory
- Design management and business culture
- Process in Design Management; design thinking model
- Creative and entrepreneurial problem solving process in DM
- Creating and delivering added value to customer
- Design strategies for management
- Design Leadership
- Designing a marketing process and branding
- DM of innovations
- DM for small companies
- Creating, defining and managing a design project
- The contents of the course relate to the domestic and foreign practices of the expert topics discussed.

Objectives and competences:

- Understanding theoretical and practical experiences in the DM process of the company
- Understanding communication with client, by creating value and the rules for efficient sales
- Managing creative problem solving process and design thinking
- Understanding the basic rules of managing a design project
- Facilitating entrepreneurial and innovation process within the company
- Understanding the styles of communication with the market and branding strategy

Design and Technology of Metal Products**3****Assist. Prof. Petra Bole, PhD.****Content (Syllabus outline):**

- Get to know the basics of metal materials.
- To know the types of metals and alloys; Metallography; Curing; Casting; Solid and cold transformation (forging, pressing, bending, twisting, engraving, cavitation ...); Thermal treatment (annealing, hardening, surface hardening, improvement, surface finishing ..), cutting and mechanical engineering techniques.
- Conquer the theory of design materials; Physical, chemical and processing properties; Materials in the eco-system and their durability.
- To learn the basics of materials production and their transformation, design, joining and surface treatment.
- To learn the processes of joining metallic materials: diffusion bonding; Types of welding; Electric welding; Mechanical coupling; Chemical bonding; Equipment needed for technological procedures.
- To learn the processes of surface treatments: corrosion; Mechanical treatment; Coatings; Chemicals.
- Differentiate between quantitative production: Unique production; A little serial production.
- Conquer the basics of product design: placement of planning into the manufacturing process; Rules and standards for drawing product components; Economics of design technologies and materials used.

Objectives and competences:

- The course bases on acquiring basic knowledge in the field of design and metal products technology. The objective is to acquire knowledge and learn the characteristics and use of metal materials.
- Students will develop the ability to understand the designing process of metal products regarding the knowledge of the basics of transformation, design and surface processing.
- Developing the understanding of designing metal products regarding the methods of combining metal materials. Students will learn the skills of approaching the planning phase of metal materials.

- Learning to understand the role of metal materials in design with the purpose of designing products for better quality of life.

Assist. Prof. Jana Mršnik

Content (Syllabus outline):

A Short description of the course:

Textiles as an expression media: A review of the history of textile art

Shibori:

- Brief overview of basic history of the history of shibori and its main characteristics and possibilities of use.

Lace embroidery:

- An overview of basic concepts, different techniques and forms of artistic lace and embroidery with emphasis on modern times.

Patchwork:

- Review of basic concepts, various techniques and forms of artistic textile patchworks with an emphasis on modern times.

Textile installation:

- Wider presentation of the field of spatial installations with an emphasis on art installation. A review of various creative areas of the use of textile installations: architecture, textile art.

Textile Art Exhibitions:

- Brief overview of some of the most important exhibitions in the field of textile art.
- Review of various creative areas of the use of textile installations: architecture, textile art.

Assignment:

Producing textile objects of different sizes (from textile miniature to spatial installation).

Option: presentation at an exhibition of textile art.

Objectives and competences:

- To understand textile art in the context of transitioning among various fields of visual art.
- Understanding the differences and similarities between textual art and design to acquire the capability of using the textile techniques, such as shibori, machine lace, machine embroidery, patchwork.

Prof. Nada Rožmanec Matičič

Content (Syllabus outline):

- Presentation of basic concepts,
- Development of the concept of management design,
- Presentation of the development of DM models,
- Managing as a design manager (design and system thinking),
- Research methodologies in the field of design of management,
- Methods of research and development of design at NPD (development of new products), FMCG (trend-tracking), service design, brands and design organizations,
- Effect of management design on responsible sustainable development
- The contents of the course relate to the domestic and foreign practices of the expert topics discussed.

Objectives and competences:

Students will develop **general competences:**

- Critical thinking on cases of design management practices,
- Data analysis and synthesis in the development of the DM model,
- Ability to use knowledge in the field of design management,
- Communication skills using expert terminology,
- Affiliation to socially responsible behaviour, respect for the ecosystem and the circular economy,
- Ability to work in a group and receive a critical reception,
- Convenience of project management

Students will develop **subject-specific competences:**

- Understanding the development of the concept of management design
- Ability to understand and use DM models
- Ability to perform DM research
- Understanding sustainable principles and introducing them into action
- Ability to systemic thinking
- Ability to search for information
- Organizational, linking and leadership skills.
- Ability to project design into an organization as a strategic tool.

Assist. Prof. Aleš Lipnik, PhD.

Content (Syllabus outline):

- The importance of design and design thinking in finding solutions and designing new products / services / business models or other entities in organisations.
- Methods and techniques of creative thinking to find solutions to business challenges.
- Basics of ethnographic research and observation methods .
- The role and importance of an interdisciplinary approach and teamwork in solving problems, designing and implementing entrepreneurial ideas.
- Fundamentals of (rapid) prototyping.
- Business modelling, designing business models for small and medium-sized businesses and entrepreneurial solutions.
- Commercialisation and implementation of new products and services on the market.
- User-driven innovation and open innovation.

The contents of the course relate to the domestic and foreign practices of the expert topics discussed.

Objectives and competences:

Students will develop **basic competences:**

- The ability to apply knowledge in the field of entrepreneurial problem solving and basic design considerations.
- The autonomy in professional work and making business decisions.
- The ability to work and learn in areas that are new and in very diverse situations.
- The ability to work and accept unconventional ideas and solutions.

Students will develop **subject-specific competences:**

- Understanding and better use of creative and innovative potential.
- The development of techniques for efficiently identifying and solving problems, with emphasis put on the skill of generating business ideas and solutions.
- The ability of inventive and innovative thinking in work on specific models or prototypes of products.
- The ability to put oneself in the role of users and understand their needs.
- Coherent management of the knowledge base, acquired mainly in other subjects from different fields and its application in the business world.
- The ability to understand global consumer trends and the influence of culture in their local behaviour.
- The ability to evaluate the business potential of specific ideas and develop viable business plans.

Assoc. Prof. Metod Črešnar, M.A.

Content (Syllabus outline):

Lectures

- Function, objective and task of costume design.
- Short history of theatre costume design.
- Costumography and film/ TV.
- The process and stages of creating a play/ movie, analysis of text and character, collecting historical and current references, costume concept.
- Costume sketch, technical drawing, visual presentation of costume design concept, costume fitting, costume rehearsal.
- Relation between costume and actor/screen text / scenography / direction.
- Contemporary costume design.

Research project: costume design concept for a small-scale drama/ dance performance:

- Analysis of the text, character analysis, collecting data / references about time and place of action.
- Costume sketch, detail, technical drawing.
- Costume design concept presentation.

Objectives and competences:

The aim of the course is to acquaint students with basic elements, methods and process of costume design;

- Understanding the role of costume design and its features within the theatre/ dance/ opera/TV/ movie/ video performance.
- Understanding the history development of theatre and theatrical costume and its involvement in directorial, dramaturgical, and scenographic concept of the performance.
- Understanding the manner of dressing in relation to political, social and technological factors in different historical and geographical circumstances.
- Understanding the connection between the costume, the actor's personality and the creation of a drama character.
- Understanding the function of a particular costume, as well as the overall costume image in relation to the concept of staging, dramaturgy, scenography, light.
- Understanding the complex process from the concept to the performance of costume design.
- Designing and presenting a costume concept.

INTERIOR DESIGN	ECTS
I. SEMESTER	
Studio for Interior Textile Design	5
Studio for Interior Design Development III	6
Studio for Interior Design of Public Buildings	12
Feng Shui – the Culture of Living in East Asia	6
II. SEMESTER	
Studio for Scenography	6
Studio for Development of Interior Design of Public Space	6
Studio for Spatial Hotel Engineering – Diploma Thesis Seminar	14

***While care has been taken to ensure the accuracy of this Catalogue, courses may be changed subsequently.**

Studio for Interior Textile Design	5
---	----------

Sen. Lec. Tamara Hajdu

Content (Syllabus outline):

Lectures

- The design process of developing a textile pattern from inspiration to the application on textile.
- Overview of basic textile raw materials.
- Textile-technological procedures of the production of textiles, including construction, knitting, dyeing and printing.
- Technological requirements of textiles for interior fitting.
- Interior textiles: bedding, bathroom, kitchen, window, wall, furniture and floor.

Tutorials

- Tutorials consist of individual modules or take place in different phases "from idea to realization - from concept to product". The basic starting point is determined and changes from year to year, according to the changing trends in the textile industry in the interior and in relation to current events at home and above all in the international space.
- Based on the concept and inspirational moodboard, a collection of samples is created through the introduction of the Adobe Illustrator computer program, which is intended for the production of products from various textile materials for use in the interior.
- By exploring and learning about various techniques or processes (printing, weaving, laser cutting, ...), the selected sample is implemented on textile material and interprets it

through the thematic topic into the final product intended for different ambient - HOME program.

Objectives and competences:

- The aim of the course is the interdisciplinary integration of knowledge in the field of textiles, textile materials and various techniques into the conceptual design of a specific product.
- The main purpose is to develop the ability to design products made of textiles intended for a given area. It has led to the understanding of the homogeneity between the space we are equipping and the textile products in it, since students must know the tasks and function of textile materials in the space.
- The general goals and key and specific competences from the aspect of topicality and development of design are that students develop the ability to design textiles and textile patterns with an emphasis on the knowledge of technologies, the ability to integrate textile materials with other materials in the space.
- Through the perception of stories that makes the red thread of the design of the interior itself, textile materials from both the aesthetic and the ecological aspect into the environment in terms of sustainable design.

Students will develop general competences:

- Ability to use skills in the field of textile materials and their application in practice.
- Collegiality towards their colleagues, teamwork and acceptance and accepting criticism.

Students will develop subject-specific competences:

- Developing skills in the design of ambient textiles.
- The ability to use the Adobe Illustrator software and transfer it to other specific programs when selecting a particular processing technique in the final product.
- Ability to recognize a new trend in designing patterns from the perspective of colour combinations, contours and textiles.
- Ability to move the boundaries of the existing understanding of the role of textiles in space in terms of improving the quality of life.

Content (Syllabus outline):

The Interior Design of Residential Buildings course is an expert course that deals with the way of living residential spaces. The research of the culture of living is related to national identity and to cultural affiliation of an individual. The culture of living also includes the way of living in the built-up and wider living environment, emphasizing the protection of the environment and

human connection with nature. People with their basic needs of living, working and resting, at all times actively impact their living space.

- The function of space.
- Spatial sets and rules of individual types of space.
- Dimensioning and standardisation of furniture.
- Ergonomics.
- Architectural elements.
- Sustainable principals.
- The course deals with residential buildings according to typology, to the height, to the criterion of openness. The characteristics of residential buildings for a single-family house are discussed.
- In the case of conceptual and implementation projects, the tutorials deal with flexible design of ground planes and movements as an internal transformation with respect to the program, living conditions and content, and the target group.

Objectives and competences:

- Learning and recognising different types of residential buildings and basic laws of interior design of individual spaces.
- Knowledge and Comprehension
- Internalizing the concepts, principles and legitimacy of creating a space for living, working and resting in a sustainable way, and the durability and use of knowledge in new situations through design and thought processes.
- Mastering the technical and practical knowledge of the design of living spaces, knowledge of function, dimensioning, ergonomics, spatial laws and relationships, the implementation of demonstration models, posters and technical folder. Upgrading knowledge.

Usage

- Understanding the importance of how the living spaces are important for the well-being of an individual, group, society, and the influence of the designer on raising awareness of the proper use of materials, natural light, and ecological principles.
- The active study process and the principle of working with students enables the durability of knowledge and the possibility of applying knowledge in real situations, as well as connecting knowledge on different levels.

Reflection

- The process of planning from a concept to the design idea, leading to the implementation plans for furnishings.

Transferrable skills

- The skill to use literature and other sources, critical analysis and synthesis, making a sociological study of life in different environments and the psychology of perceiving spaces. The ability for interdisciplinary connection of experts within individual projects. Presentations of ideas, concepts and projects. The ability to visualise, interpret and present. The ability for team work.

Prof. Jasna Hrovatin, PhD. in arch.

Content (Syllabus outline):

Students learn the theoretical bases and practical cases that enable them independent designing – from the idea to realisation. In doing so, they participate in an interdisciplinary team, which brings them closer to the design practice and the way they work after completion of their studies. The scope of knowledge includes understanding and appropriate organisation of specific programme requirements of individual themes of commercial buildings. In the implementation of the main project, students combine newly acquired knowledge as well as knowledge acquired in the first two study years.

The content is divided in 6 thematic sets:

- Trade buildings (shops, bookshops, pharmacies, cosmetic salons, florists, shopping centres etc.).
- Public premises for public services (beauty salons, saunas, hairdressers, massage salons, dentist offices, clinics etc.).
- Emotional engineering in public buildings.
- Education facilities and congress centres (schools, kindergartens, conference halls etc.).
- Accommodation facilities for people with special needs (elderly homes, youth homes etc.).
- The basics of designer way of thinking and principles of d'school classes.

Objectives and competences:

- The objective of the subject is for the students to be qualified for designing the interior of public facilities and interdisciplinary integration of knowledge acquired at other subjects. In lectures and excursions, students learn about the functional demands of individual public facilities and the parameters that need to be considered at planning public premises. Students learn about the basic design thinking and work in d'school classes. With team projects, they acquire a sense for mutual cooperation and the dynamics of group work.
- Fundamental and specific competences are:
- Students learn about the theory and techniques of designing public facilities.
- Students learn and understand residential parameters.

- Through design tasks, they connect knowledge in various fields: ergonomics, colour theory, composition of materials, construction, illumination, acoustics, psychology of space ...
- They learn about the specific requirements of groups of people with special needs in connection with designing public facilities.
- Students will upgrade their knowledge in designing furniture and interior design for the needs of public facilities.
- They will upgrade professional terminology in architecture and public buildings design.
- Students acquire practical experience in inventive task solving in connection with public buildings design.
- They also acquire knowledge and experience for successful synergy among the needs of potential users, technological and economic demands.
- They upgrade the use of computer programmes for project execution in practice and manual skills at the production of fast prototypes.
- Cooperation in an interdisciplinary team (ability to harmonise, resolve conflicts, synergy functioning, communication etc.).
- Students learn the basic principles of designer way of thinking in practice and the d'school principle.
- They develop self-critical judgment and how to make decisions.
- They get practical experience in public performance and presentation of own projects.

Assist. Prof. Špela Kryžanowski, M.Sc.

Content (Syllabus outline):

The course informs the students of theoretical standpoints and schools as well as methodologies of feng shui, which are tested during tutorials as well as in specific projects.

- Introduction.
- Chi life energy.
- History.
- Basic concepts of feng shui.
- Theory of yin and yang.
- Five elements theory.
- Presentation of feng shui study.
- Tools in feng shui (feng shui compass, bagua net).
- Elements by sky directions, use of elements in space.
- Personal element of people.
- Eight trigrams theory.
- Bagua compass, three-door bagua.
- Feng shui numbers and dimensions.
- Five animals theory.
- School of apartment design (general rules for designing, entrance, bedroom, living room, children's room, office, bathrooms, hallways etc.).

- School of business premises design (general rules, entrance, offices, cashier, service rooms, special cases etc.).
- Eastern/western system for people.
- Eastern/western system for space, theoretical standpoints and use in practice.

Objectives and competences:

- Students learn about the basic concept and the meaning of feng shui in residential and commercial buildings. Feng shui, a traditional Chinese wisdom of space design, means the upgrade of modern designing principles. Students learn about the complete aspect of space and design. Feng shui emphasises the adjustment of the environment to specific characteristics and needs of the user. At the same time, feng shui teaches how a space can be most appropriately harmonised with natural laws and processes, which are not specific only for the Chinese environment, but are also functional in the modern western European area of the 21st century. By knowing the principles and methodologies of feng shui, students develop multi-layer sensitivity for space and spatial design that is often neglected in the classical education process.

Content (Syllabus outline):

The course offers the students an insight into the origin and the history of scenography, theoretical foundations and practical examples of theatrical, television, film scenography and stage scenography in public spaces. Through the theoretical foundations and practical tasks, the students become qualified for performing their own scenography projects. In the work process they collaborate with other stakeholders in theatre, such as directors, dramaturgists, lighting experts and stage setting experts, costume designers, props, camera setting technology and the like, thus, bringing them closer to the process and the type of work they will be doing after the completion of their studies. The scope of knowledge enables them to understand specific requirements that are typical of different types of scenographies. During their project assignment, the student combines the newly acquired knowledge with the knowledge from the first year of study. - The content is divided into thematic modules:

- Theatre (theatre, opera, centre of culture and open-air theatre)
- TV studio (informative, entertainment, youth, and sports shows)
- Outdoor TV venues (festivals, concerts, sporting events and festivities)
- Venues in public spaces (town squares, sports halls and stadiums)
- Film scene

Objectives and competences:

The objective of the course is to educate the students for understanding of the characteristics of the stage scene, recognizing the aims of the performance, considering the method of interdisciplinary work and integrating theoretical knowledge from the previous year of study. Both lectures and field trips offer the students an insight into the stage, the scene and its functional needs of individual scenes, which should be taken into account when planning scenography. They will get to know the relationships between the script, dramaturgy, direction, stage design, costume design, light and acoustic technique of the stage.

Basic and specific competences are:

- Students will learn the theory and techniques of designing the scene - scenography.
- They will develop their knowledge and understanding of relationships between the performance and space.
- They will integrate their knowledge in the fields of scene history, theory of play, ergonomics, theory of colour, materials technology, construction, illumination, acoustics, psychology of the scene.
- They will learn about the specific needs of the classical stage, the TV scene, the improvised scene in the public space as well as the film scene.
- They will become acquainted with the specificity of stage elements and props.
- They will get acquainted with the specificity of the interior design elements for the needs of the scenography.

Prof. Nada Rožmanec Matičič

Content (Syllabus outline):

- The content of the course is based on the transfer of theoretical knowledge from the field of interior design of public space into the planning of urban equipment.
- The vision of a modern culture of living, in close connection with the modern, fast way of life, is increasingly aimed at deleting the boundaries between the interior and exterior, and between the private and public spaces.
- In order to improve the quality of life and to improve the space through sustainable design, taking into account the social needs of people and individuality, it combines interior and exterior, forming private, intimate spaces in public spaces.
- The main purpose is to present to the students the development of interior design of the public space not only as equipment in the interior or exterior, but as equipment, which is something more. As equipment, which is a necessary step forward in shaping the public space, as equipment with added value, which is mobile, flexible and intended for the public space that promotes socializing and communication.

Content:

- Interior equipment of pavilions designed for various activities.
- Urban park equipment, playgrounds.

- Mobile urban element: travelling library, mobile store, mobile office.
- Interior fittings for outdoor exhibition areas.
- Scenography for open events; concerts, fashion shows, theatre plays.
- Equipment of abandoned interspace.
- Planned greenery equipment.

Course work is largely intended for individual work with students who develop the concept and upgrade their own style of expression through the corrections and by using different methods of designer, creative thinking.

Objectives and competences:

- The objective of the course is to provide students with an insight into the process of development of urban equipment throughout history and its use in modern times.
- It is about understanding and recognizing an interior inside the exterior in the public space, as the students are supposed to recognize it in the first phase and explore in the following stages, so that it can be successfully planned.
- The student is expected to analyze the internal and external public space, constantly thinking about urban equipment not only as a furniture element but in parallel with the inevitable mobility of the urban element.
- This is an interdisciplinary integration of knowledge in the field of public spaces, allowing the student to differentiate the concept of a specific product according to the purpose of space or space with the possibility of using each area for a pleasant culture of living, whether it be dwelling, relaxation, sports, recreation, play etc.
- The purpose is to develop the ability to produce interior design from materials suitable for all weather conditions, using autochthonous materials and searching for various construction solutions.
- The guidance should be the understanding of the homogeneity between the space and the equipment that the student develops within the project.
- The general goals and key specific competences in terms of topicality and design development are that students develop the ability to design urban equipment
- With an emphasis on knowledge of materials and the ability to connect an interior and an exterior.
- Through the perception of stories we put the red thread to designing a space itself, urban equipment, both from aesthetic and ecological point of view, into the environment in terms of sustainable design.

Content (Syllabus outline):

Students learn the theoretical bases and practical cases that enable them independent designing – from the idea to realisation. In doing so, they participate in an interdisciplinary team, which brings them closer to the design practice and the way they work after completion of their

studies. The scope of knowledge includes understanding and appropriate organisation of specific programme requirements of individual themes of commercial buildings. In the implementation of the main project, students combine newly acquired knowledge as well as knowledge acquired in the first two study years.

The content is divided in 7 thematic sets:

- Accommodation and hospitality buildings (inns, fast food, confectioneries, bars, hotels, hostels, temporary residences, motels ...);
- Harmonisation of equipment and the philosophy of a public facility.
- Business-administration (offices, banks, post offices, etc.);
- Sport and recreation facilities (gyms, fitness centres, pools etc.);
- Culture buildings (theatres, cinemas, museums, galleries etc.);
- Sacral buildings (churches etc.);
- Implementation plan.

Within the scope of the diploma seminar, students learn:

- The fundamental characteristics of research and professional work, different approaches to resolving professional and research problems.
- General methods of professional and research work.
- Library as a tool for studies and research work, related to information literacy.
- Instructions for writing papers at the Faculty of Design.
- The concept of the diploma thesis draft.
- They can interpret the concepts in the field of local and global culture of art of life.

Objectives and competences:

The objective of the course is for the students to become qualified for designing the interior of public facilities and interdisciplinary integration of knowledge acquired at other subjects. In lectures and excursions, students learn about the functional demands of individual public facilities and the parameters that need to be considered at planning public premises. Students learn about the basic design thinking and work in d'school classes. With team projects, they acquire a sense for mutual cooperation and the dynamics of group work.

Fundamental and specific competences are:

- Students learn about the theory and techniques of designing public facilities.
- Students learn and understand residential parameters.
- Through design tasks they connect knowledge in various fields: ergonomics, colour theory, composition of materials, construction, illumination, acoustics, psychology of space ...
- They learn about the specifics requirements of groups of people with special needs in connection with designing public facilities.

- Students will upgrade their knowledge in designing furniture and interior design for the needs of public facilities.
- They will upgrade professional terminology in architecture and public buildings design.
- Students acquire practical experience in inventive task solving in connection with public buildings design.
- They also acquire knowledge and experience for successful synergy among the needs of potential users, technological and economic demands.
- They upgrade their use of computer programmes for project execution in practice and manual skills at the production of fast prototypes.
- Cooperation in an interdisciplinary team (ability to harmonise, resolve conflicts, synergy functioning, communication etc.).
- Students learn the basic principles of designer way of thinking in practice and the d'school principle.
- They develop self-critical judgment and how to make decisions.
- They get practical experience in public performance and presentation of own projects.

Within the scope of the diploma seminar, students acquire the following competences:

- They learn about the fundamental approaches at research and professional work.
- They are able to search and use professional documentation and literature.
- Students are able to prepare own written papers.

FASHION AND TEXTILE DESIGN	ECTS
I. SEMESTER	
Studio for Interior Textile Design	5
Studio for Textile Design and Printing	10
Studio for Fashion Design IV	15
II. SEMESTER	
Studio for Fashion Design III	13
Studio for Fashion Engineering - Diploma Thesis Seminar	8

***While care has been taken to ensure the accuracy of this Catalogue, courses may be changed subsequently.**

Sen. Lect. Tamara Hajdu

Content (Syllabus outline):

Lectures

- The design process of developing a textile pattern from inspiration to the application on textile.
- Overview of basic textile raw materials.
- Textile-technological procedures of the production of textiles, including construction, knitting, dyeing and printing.
- Technological requirements of textiles for interior fitting.
- Interior textiles: bedding, bathroom, kitchen, window, wall, furniture and floor.

Tutorials

- Tutorials consist of individual modules or take place in different phases "from idea to realization - from concept to product". The basic starting point is determined and changes from year to year, according to the changing trends in the textile industry in the interior and in relation to current events at home and above all in the international space.
- Based on the concept and inspirational moodboard, a collection of samples is created through the introduction of the Adobe Illustrator computer program, which is intended for the production of products from various textile materials for use in the interior.
- By exploring and learning about various techniques or processes (printing, weaving, laser cutting, ...), the selected sample is implemented on textile material and interprets it through the thematic topic into the final product intended for different ambient - HOME program.

Objectives

- The aim of the course is the interdisciplinary integration of knowledge in the field of textiles, textile materials and various techniques into the conceptual design of a specific product.
- The main purpose is to develop the ability to design products made of textiles intended for a given area. It has led to the understanding of the homogeneity between the space we are equipping and the textile products in it, since students must know the tasks and function of textile materials in the space.
- The general goals and key and specific competences from the aspect of topicality and development of design are that students develop the ability to design textiles and textile patterns with an emphasis on the knowledge of technologies, the ability to integrate textile materials with other materials in the space.
- Through the perception of stories that makes the red thread of the design of the interior itself, textile materials from both the aesthetic and the ecological aspect into the environment in terms of sustainable design.

Students will develop general competences:

- Ability to use skills in the field of textile materials and their application in practice.
- Collegiality towards their colleagues, teamwork and acceptance and accepting criticism.

Students will develop subject-specific competences:

- Developing skills in the design of ambient textiles.
- The ability to use the Adobe Illustrator software and transfer it to other specific programs when selecting a particular processing technique in the final product.
- Ability to recognize a new trend in designing patterns from the perspective of colour combinations, contours and textiles.
- Ability to move the boundaries of the existing understanding of the role of textiles in space in terms of improving the quality of life.

Sen. Lect. Almina Duraković**Content (Syllabus outline):**

- Development of textile pattern from inspiration to application.
- Pattern making methods and linking.
- Various printing methods and techniques (transfer print, flat film print with templates, rotation print, digital print).
- Designing patterns regarding individual print specifics .
- Application of patterns on various textile substrates.
- Connection with art elements and plastic studies – effects on textiles.
- Experimenting with pattern textile surface.
- Transfer of pattern on textile and its application in the final product (interior, 3D sculpture or body).

Objectives and competences:

- Students learn the basic principles and elements of textile design with various printing techniques.
- Students learn to use printing techniques.
- Logical and construction resolutions of problems of making basic connections of more or less demanding patterns and their continuing repetitions on the fabric surface.
- They learn to comprehend patterns regarding their purpose in connection with restrictions within textile and technological printing processes.
- Transfer and connection of art theory principles with technical and technological, construction knowledge in practical and experimental work.
- Experimenting with textile surface, research of its impact on the garment.
- Practical production of printed patterns – development of pattern collection.

Assoc. Prof. Mateja Benedetti

Content (Syllabus outline):

- The course is focused on upgrading the knowledge in fashion design and its use in practice, defining personal designer identity of an individual.
- The objective of the course is to use the processes of creative thinking, developing an idea and realising the idea in specific design solutions and also in the wider context, providing for rational realisations of collections and other design projects.
- Understanding the functions of a specific branch of garment design that requires a fast response and efficient reaction with the emphasis on the synthesis of conceptual thinking and the demands of commercial market.
- By knowing the current fashion trends and fashion system, students learn to acquire the appropriate knowledge for successful work in fashion production.
- Conceptual thinking as a tool for collection design.
- Synthesis of design and economic knowledge (market analysis, analysis and construction of offer, competition analysis etc.).
- Fashion – design relation.
- Fashion – industry – art relation.
- The significance of sustainable fashion and trends.
- How to start with a brand.

Objectives and competences:

- The course focuses on acquiring new knowledge in the field of fashion design and practical use of knowledge, development of personal design identity.
- The objective of the course is to learn about the processes of creative thinking, the ability to evolve and idea and realise it in specific design solutions, in the wider context and in similar branches of garment design. Understanding the functions of specific branch of garment design that require the ability to respond fast and efficiently by emphasising the synthesis of conceptual thinking and the requirements of the commercial market.
- By knowing the current fashion trends and fashion systems, students learn the basics for successful work in the fashion production.

Assoc. Prof. Metod Črešnar, M.A.

Content (Syllabus outline):

Lectures

- Idea development: from inspiration to creation.
- elements and principles of design process: lines/silhouette, form, texture, color, balance, emphasis, harmony, repetition,
- fashion research and design: current and historic textile, art and design references; analysis, synthesis, implementation,
- Collection: architecture, development, planning, fashion details,
- Fashion market,
- Fashion design and current trends,
- Portfolio: visual communication and presentation.

Tutorials

- Research project: Collection development according to specific topic and market. Prototype realization.

Objectives and competences:

- The course focuses on acquiring new knowledge in the field of fashion design, its practical use and development of personal design identity.

The objective of the course:

- To master process of creative thinking, ability to evolve an idea and transmit it into real design solutions within wide sphere of fashion design and production.
- By knowing the current fashion trends and fashion- production system, students will acquire appropriate knowledge for working in the fashion/ textile industry.
- Understanding and mastering the process of fashion design that requires ability to respond fast and efficiently to all needs and demands of the global fashion market.

Assoc. Prof. Jana Mršnik; Sen. Lect. Almina Durakovič; Assist. Prof. Lara Plajh, Ph.D.; Assist. Maja Peteh, MSc.

Content (Syllabus outline):

Brief description of the content:

Digital print on textiles:

- Short review of the beginnings of digital print and review of main features, advantages and useful possibilities of digital printing. Learning about the basics of Photoshop.

Lace:

- Review of basic concepts, different techniques and appearances of lace, with a focus on contemporary time.
- Learning about the different areas of lace use: architecture, textile design, product design, textile art.

Textile installation:

- A review of the areas of spatial installations, with a focus on art installation.

Trade fairs:

- Learning about the principles of presentations on trade shows and the principles of design and product preparation with the purpose of presenting the product on the market.

Assignment:

- Designing a textile pattern, textile product and product equipment for the purpose of the presentation on the market.
- Implementation of a textile-space installation.

Within the scope of the diploma seminar, students learn:

- The fundamental characteristics of research and professional work, different approaches to resolving professional and research problems.
- General methods of professional and research work.
- Library as a tool for studies and research work, related to information literacy.
- Instructions for writing papers at the Faculty of Design.
- The concept of the diploma thesis draft.
- They can interpret the concepts in the field of local and global culture of art of life.

Objectives and competences:

- Understanding of textile design in the context of transitioning among various fields of design.

- Acquired knowledge on Photoshop for creating a motif for digital print on textile materials.
- The ability to design an original concept, transform a concept in the final product, brand, corporate image etc.
- The ability to equip the product with basic labels and data required for a complete presentation/sale to an agent or final buyer; the ability to present the product on the market.
- Understanding the basic principles of integrating a product and/or brand on the market or international platforms.

Within the scope of the diploma seminar, students acquire the following competences:

- They learn about the fundamental approaches at research and professional work.
- They are able to search and use professional documentation and literature.
- Students are able to prepare own written papers.

DESIGN MANAGEMENT	ECTS
I. SEMESTER	
Brand Development Studio	5
Theory of Design Management	6
II. SEMESTER	
Concept and Ideas in Design	6
Re-design and Sustainable Design Studio	6

***While care has been taken to ensure the accuracy of this Catalogue, courses may be changed subsequently.**

Brand Development Studio	5
---------------------------------	----------

Assoc. Prof. Aleš Lipnik PhD.

Content (Syllabus outline):

- The basics of marketing, history, marketing network, tools, terminology.
- The basics of (market) brand (name, image, structure, distribution, connection, modification, brand migration).
- Marketing subject: services, products, consideration of individual phases of a product's life cycle.
- Market analysis (consumer, competition, SWOT etc.).
- Market research (types, reasons, research plan).
- Price (satisfaction for service providers and consumers).

- Sales ways (definitions, functions, channel design, behaviour of marketing professionals to users).
- Marketing communication (marketing communication network, how to get buyer's attention, good marketing communication recipes, plan).
- Marketing strategy (market segmentation, competing with the price and added value, differentiation, cost optimisation).
- Marketing plan (procedures and instructions, control and marketing activities measurement).
- Business plan (structure, procedures and instructions, preparation of a concrete plan case).
- The contents of the course relate to the domestic and foreign practices of the expert topics discussed.

Objectives and competences:

- Students learn about the basics of marketing and brands. The course is based on team work, presentation and prepares them to perform practical work.
- Lectures are connected with practical cases, market plan preparation, research and market analysis, brand development.
- After the concluded module students will be able to design a marketing plan (and a business plan with an emphasis on marketing).

Content (Syllabus outline):

- The fundamentals of Design management, DM theory.
- Design management and business culture.
- Correlation between corporate management and design management process.
- Process in Design Management; design thinking model.
- Creative and entrepreneurial problem solving process in DM.
- Creating and delivering added value to customer.
- Design strategies for management.
- Design Leadership.
- Designing a marketing process and branding .
- DM of innovations.
- DM and sustainable policy.
- DM for small companies.
- Creating, defining and managing a design project.
- Research in design management.
- A case study of successful local company known of design management promotion.

Objectives and competences:

- Differentiation between basic definitions of design management in theory – different aspects of application.
- Understanding theoretical and practical experiences in the DM process of the company.
- Understanding communication with client, by creating value and the rules for efficient sales.
- Managing creative problem solving process and design thinking.
- Understanding the basic rules of managing a design project.
- Facilitating entrepreneurial and innovation process within the company.
- Understanding the styles of communication with the market and branding strategy.
- Managing of conceptual thinking in evaluating of successful case study of practicing DM.

Concept and Ideas in Design**6****Assist. Prof. Aljoša Kolenc****Content (Syllabus outline):**

- The course introduces students with important orientations and conceptualizations in contemporary design and philosophy of design in general. These conceptualizations support, enable or otherwise influence the contemporary global design practice.
- The course focuses on the current issues and topics in the field of design and its functioning in a modern global society. The course is also designed as an introduction to independent design, original presentation and critical evaluation and assessment of design.

Objectives and competences:

The main objectives of the proposed course are:

- To familiarize students with basic concepts of design, i.e. with theoretical, aesthetic, ethical and philosophical orientations, which are important for understanding the modern practice of design.
- Acquaint students with basic approaches to critical evaluation and assessment of contemporary design.
- To stimulate the student's ability to think critically and discuss design questions.

Students will develop general competences:

- The ability to analyze and synthesize, anticipate solutions to problems and measures in the field of modern design practices.
- Mastering the procedures of critical and self-critical assessment of case studies, problems of modern design practices.
- The ability to use knowledge in the field of design and communication.
- The ability to develop communication skills and design thinking skills and critical judgment.

- The commitment to professional ethics in business environment, considering values, norms and principles.
- The ability to work in teams.
- Tolerance in accepting observations, critics and standpoints of colleagues.

Students will develop course-specific competences:

- The ability to understand the basic concepts of design theory and practice that are important for critically evaluating issues and problems that relate to modern design, project planning, implementation and management, and other related issues.
- Knowledge of current issues and issues in the field of design and the ability to critically evaluate them.
- The ability to integrate acquired knowledge to create independent projects in the field of critical evaluation, presentation and management of design projects.
- The ability to develop their own critical reflection on the basis of acquired knowledge.
- The ability to critically and independently think about design with a particular emphasis on the transfer of theory into the practice of design.
- Knowledge of current issues and issues in the field of design.
- The development of skills and abilities in utilising the method and model of critical problem resolving assessment in practice and within the scope of case studies and seminar work.

Assist. Prof. Mojca Perše

Content (Syllabus outline):

- Discussing the problems of waste and the society's relationship to the environment. Merging art, ecology, design, relation to nature, consumption, waste and modern way of life and a new insight in objects around us.
- Definition of terms.
- 3RE (Rethink/Reuse/Recycle), re-design, recycle, re-use etc.
- Cradle2Cradle concept (C2C).
- The use of products at the end of their life cycle.
- Transformation of waste object into products with added value with a new function and/or aesthetically improved.
- Transformation of re-design space (residential and/or public) with minimum means but innovative, creative solutions. The improvement of existing but old products and remains.
- The contents of the course relate to the domestic and foreign practices of the expert topics discussed.

Objectives and competences:

- The objective is to encourage students to think creatively in the C2C manner, and to teach them about sustainable development aspect, the assessment of environmental aspects in designing new products, choosing materials and the products that will be transformed.
- The emphasis is put on improving the functionality and not merely the aesthetics. To raise awareness among the students that as designers they have the responsibility of considering sustainable aspects in design.
- Students acquire knowledge in designing or redesigning products from old, waste elements and various materials. The acquired theoretical knowledge will be transferred into practice. They will learn about research methods, procedures and develop their knowledge in this field. They will learn how to develop new designs and new innovative solutions, improvements and innovations in the field of re-design. They will create or modify old things and add objects or materials new added value.
- The awareness that creativity is a starting point to good solutions. They will learn that each product can be used in a different way, and this is quite an advantage of a designer.

VISUAL COMMUNICATION	ECTS
I. SEMESTER	
Interactive and Web Design I	6
Interactive and Web Design II	5
Typography III	3
Studio for Visual Communications Planning V - Information Design	11
II. SEMESTER	
Studio for Visual Communication Planning IV - Packaging and Publications	10
Typography IV (tutorial)	5
Typography V (tutorials)	3
Studio for Graphic Design and Digital Illustration - Diploma Thesis Seminar	9

***While care has been taken to ensure the accuracy of this Catalogue, courses may be changed subsequently.**

Interactive and Web Design I	6
-------------------------------------	----------

Sen. Lect. Matjaž Tomažič

Content (Syllabus outline):

Introduction

- Human-device interaction.
- Development and classification of digital devices.

- Basics of the internet technology.
- Protocols, word-wide-web, HTML/CSS.
- Static vs. dynamic (database basics).
- Content Management Systems.

Areas of Interaction Design

- Websites.
- E-commerce websites.
- Web applications.
- Mobile apps.
- Applications.
- Desktop, web and mobile apps.
- ERP, CRM etc.

Other user-interface types

- Games.
- Simulators.
- Computer Aided Industries.

Project Planning

- Goals and Strategy.
- User Experience / User Interface.
- Personas, Use Cases and User Journeys.
- UX Prototyping and Testing tools.
- Structure and Flowcharts.
- Wireframe / Working Prototype / Prototype / Alpha version.
- Design and Content.
- Usability Testing.

User interface

- Types of Interactions.
- Navigation.
- Input.

Metaphors

- Windows and suggestion of the 3d space.
- Tabs.
- Icons.

UI elements

- Navigation.
- Moving (sliders, paging...).
- Forms.
- CTA.
- Content and multi-media elements.

Hierarchy of information

- Categories.
- Information Importance.

Interaction Design

- DIVs.
- Grids (columns).
- Typographic rules.
- Responsive layouts.
- Standards and Rules.

Tools

- Web builders.
- Design Tools.
- Front-end tools.
- Mobile Apps development tools.
- Designing web side in Wordpress and Wix: portfolio and simple landing page.

Objectives and competences:

- Basic knowledge of how the visual language of digital media works. Ability to use the visual language of the digital media for visual communication design. Relationship between traditional and digital media. Ability to integrate different media into new media communication.
- Understanding of the message design.
- Understanding and adhering to the design of the message that it will work properly (both technically and user-friendly in new media).

Sen. Lect. Matjaž Tomažič

Content (Syllabus outline):

CASE STUDY 1: Digital marketing and landing page

- Internet as a business environment.
- Marketing Mix.
- Outbound-Inbound.
- Content Marketing.
- Sales Funnel.
- SEO (on-site).
- Blog as a SEO tool.
- Owned, earned and paid marketing.
- Landing pages, blog.
- Social networks.
- Personas /CRM.
- Dynamic Ads .
- Advertising.
- Search Marketing.
- E-mail marketing.

CASE 2: Wordpress; a more complex web page in the Wordpress programme

Objectives and competences:

- To gain basic knowledge about the functioning of the language of new media. Ability to correctly use the language of new media for the design of visual communication in new media.
- Learning and understanding the relationship between computer media and older media, from which they derive: photographs, film and video, and the ability to integrate media in new media communication.
- Understanding and adhering to the planning of the message in order to make it function correctly (both technically and user-friendly in new media).

Sen. Lect. Matjaž Tomažič

Content (Syllabus outline):

- History and development of typeface.
- In-depth classification of typeface according to their anatomy and history.
- Combining different typeface.
- Online type-libraries.

- Elements and building blocks of typefaces, cuts and glyphs.
- Identifying important type-families.
- Characteristics of type-design, planning sequences and basic elements for the development of recognizable design features of the new typeface.
- Formats of typographic layouts and embedding of typographic networks based on content.
- Getting to know typographic measure units.
- Getting to know the characteristics of typeface characters, non-letter symbols.
- Applicable typography: paragraphs.
- Applicable typography: column, paragraph, row, glyph.
- Applicable typography: rules of creating typographical systems - alignment, text indents, line length, widows, orphans, individual characters.

Objectives and competences:

- Knowing typeface types and classifications.
- Knowing the rules of text break and use in practice.
- Knowledge of modern digital typography by using software, web typographic databases, knowing the manufacturers and distributors of fonts.
- Being acquainted with modern typographic design, letter designers, novelties, their current use.
- Students are concerned with the phenomenon of digital typography, its influence on modern visual communication.

Content (Syllabus outline):

- Planning a series of pictograms and a signage system (internal and external signage system).
- Planning a series of pictograms as a single entity.
- Sketching, examples of domestic and foreign good practice.
- Drawing of a series of pictograms in vector form.
- Specifying the colour system.
- Displaying pictograms on construction grid.
- Designing arrows.
- Application of pictograms on the signage system (in interior and exterior).
- Types of signage system.
- Design of a signage system.
- Placement in the space (interior and exterior).
- Technical design / drawing the control tables and the determination of materials.
- Designing an extensive and complex publication with an emphasis on info graphics.
- Conceptual design and concept of publication.

- Reviewing and analyzing examples of good practice.
- Publication layout and grid (grid, as a system for editing typographic and other graphic elements; format, scope).
- Info graphics and data editing in visual schemes.
- Transferring complex visual content into legible and understandable infographic in the form of graphs, tables, maps, ...
- Designing infographic: a set of graphs, which are connected and form a whole.
- Hierarchy of text and image content.
- Cover design.
- Design of the logotype / name / title of the publication.
- Technical implementation: materials, binding, printing, preparation for printing.
- The model or prototype of the publication.
- Getting acquainted with an infographic set that connects to applications and web platforms, interfaces, plug-in infographics, platforms, inbound, web pages, graphical display of moving info systems in the web environment, activation buttons.
- Getting acquainted with a set of infographic related to education and science (tables, plans, graphs and maps).
- Visual interpretation of a film or literary work. On the basis of a film or a literary work, the student records the impressions, feelings, thoughts offered by the film, chooses a medium (book, packaging, poster, object, cgp, ...) with which his or her vision of the film is best presented.
- The assignment encourages the student to think multi-layered, out-of-the-box.
- The student expresses his or her artistic sensibility with the chosen medium.
- The student draws from the film work the situation or a key message, which will be the red thread of his interpretation on the visual, design level for the development of a new product.
- Model / prototype.
- Interdisciplinary integration with students from other fields of study in the complex project of creating a new brand for a selected institution.
- Creation of a complex integrated graphic image, which includes basic elements of identification, basic printed matter, information design, signage system, packaging and promotional materials.
- The content of the course relates to the domestic and foreign practices of the professional topics discussed.

Objectives and competences:

- In-depth knowledge and understanding of infographics with the emphasis on visualization of data into a meaningful and consistent system.
- In-depth knowledge of designing of pictograms and icons for the web.
- Designing of a corporate identity as a Complex visual system of a particular company or institution, with external and internal signage system for the institution, the systematic design of various publications for the institution, design of a packaging for institution, promotional materials, pictograms, ...

- Developing the student's ability to analyze the design problem, to write the design concept, explain and present the final solution.
- Developing the student's autonomy in visual expression and the development of his artistic sensibility.
- Developing persistence, precision and consistency in details (technical records and plans, making models, ...) in a complexly structured whole.
- Good presentation of the project.

Studio for Visual Communication Planning IV - Packaging and Publications	10
---	-----------

Assist. Prof. Nataša Vuga, M.A.

Content (Syllabus outline):

Lectures

- POSTER (lectures): *
 - a) Types of posters.
 - b) Message, communication.
 - c) Art techniques.
 - d) Printing techniques.
- BROCHURE (lecture): *
 - c) Concept and structure.
 - d) Brochure layout: grid and hierarchy of information (text, images).
- PACKAGING (lectures): *
 - a) Types of packaging.
 - b) Functions of packaging.
 - c) Ecology – added value, prolonged life.
 - d) Packaging and packaging series as part of CI.

* May contain additional seminar assignments, project assignments and exercises.

Exercises

- POSTER (exercises): *
 - a) Poster concept.
 - b) Message/ communication.
 - c) Art techniques.
 - d) Poster design.
 - e) Mockup/print in 1:1 size.
- BROCHURE (exercises): *

- a) Concept.
 - b) Format and volume.
 - c) Text hierarchy.
 - d) Layout design and message/communication.
 - f) Mockup.
- SERIES OF PACKAGING (exercises):*
 - a) Analysis and redesign.
 - b) Studies of materials and shapes.
 - c) Packaging planning and designing.
 - d) Mockup.
 - e) Technical drawings and indications.

* May contain additional seminar assignments, project assignments and exercises.

Objectives and competences:

We will encourage, develop and direct students in the:

- Analytical thinking and its development in the context of visual communications, the ability to clearly analyze the design problem and the concise record of the design concept and interpretation and the presentation of the final solution. Applying acquired theoretical knowledge to practical design planning tasks.
- Creativity: the development of abstract and conceptual thinking (design thinking) at the functional (message) and artistic level in the context of visual communications with an emphasis on a poster, a more complex printed matter and packaging and their implementation with appropriate computer software and various artistic techniques;
- Persistence and accuracy.
- Ability to design visual communication in a series of sketches and a host of design solutions. Consistency in the smallest details (technical notes and plans, modeling, ...) in a complexly structured whole.
- Autonomy of artistic expression and development of one's own visual sensibility.
- Sovereignty and clarity in oral presentation of the project in Slovene and English using professional terminology.

Content (Syllabus outline):

The projects of planning a serif typeface and the more extensive typographical break include the following characteristics:

- Designing a "display" version of a typeface intended for the use in the title blocks of the break or

- Designing a lettering based on the defined theme.
- Designing the typographical break (getting to know the profession of editing, preparing for printing and combining textual content with images, graphs, pictographs and other visual elements).
- Getting to know the hierarchy of typographic content work, text exposures, infographics, photography, interlacing of image and letter material, creative dynamic typography, poster designing of chapters.
- Getting to know about the proper planning of the preparation for printing and working in a software intended for typographical work.

Objectives and competences:

- In-depth knowledge and understanding of procedures in the design of the typeface.
- In-depth knowledge and understanding of applied typography and procedures in forming a medium-sized break of the publication.
- Developing the student's ability to clearly analyze the typographic problem, record the concept and interpretation, and present the final solution.

Typography V (tutorial)

3

Sen. Lect. Matjaž Tomažič

Content (Syllabus outline):

- Appearance of typography and typefaces in the visual space.
- Updating the practical part of year 2. With a specific oriented research activity of the typography segment and typeface as well as supportive practical work that defines specifics, practices and solutions for a suitable selected research topic.

Segments of typography and typeface occurrence:

- Typography of visual identities.
- Typography of information and guidance systems.
- Newspaper and / or magazine typography.
- Typography and digital environment.
- Typography in advertising.
- Historical revival of typeface and typographic systems.

The assignment consists of 4 parts:

- An in-depth study of the segmentation of typography and typeface and the definition of starting points for practical work.
- Visual conceptual reinforcement of the views examined and the establishment of guidelines for work implementation.
- Performing the typedesign and typography work of the selected area.

- Argumentation and presentation of results and group evaluation of project work with colleagues and mentors.

The 3rd year student gets to know and acquires the knowledge of:

A. The significance of the typography in the visual space through:

- Analysis of a specific typographic environment.
- Comparison and study of related communication patterns.
- Exploration different opinions.
- Argumentation of own findings.

B. Appearance and media diversity of typography through:

- Choosing the most suitable medium or more media to present the assignment.
- Realization of the materialization possibilities of the assignment.
- A critical evaluation of one's own creation.

Objectives and competences:

- Students in the 3rd year build on their knowledge acquired in years 1 and 2 of the study.
- The emphasis is on individual academic work. A student makes a short theoretical survey on a chosen theme with a presentation and arguing of the hypothesis. Theoretical study is later useful as the basis for realization of assignments on the same topic. The assignment is used for checking the validity of theses.
- The research findings are presented to the colleagues.

Content (Syllabus outline):

In the framework of lectures, the students learn about contemporary trends in visual imaging after the year 2000, with an emphasis on illustration and its diversity.

In the practical part of the subject:

- They deepen their knowledge of various illustrative techniques, both freehand and computer-based.
- They learn about the technical and communication rules of individual techniques and they test them in practice.
- They deepen their knowledge of the methodology of illustrative work from researching content, sketching, selecting suitable materials and techniques.

- They are introduced to the content-driven design and the use of illustrations in the context of the needs of an integrated graphic image, application to various 3D objects in the framework of the concept of a complete graphic image, a useful illustration in the labelling.
- They deepen the communication value of illustration, and learn about the forms of communication by their own illustration.
- They apply illustrations to a complex final design product.
- Getting to know specific techniques and expressive elements of different types of illustrations in connection with graphic design, animation, comics with an emphasis on their own conceptualization.

Within the scope of the diploma seminar, students learn:

- the fundamental characteristics of research and professional work, different approaches to resolving professional and research problems;
- General methods of professional and research work;
- Library as a tool for studies and research work, related to information literacy;
- Instructions for writing papers at the Faculty of Design;
- The concept of the diploma thesis draft.
- They can interpret the concepts in the field of local and global culture of art of life.

Objectives and competences:

- Developing a sense of the relationships: drawing-colour, line-base surface and positive and negative space.
- Understanding light paths and shadow projections.
- Encouraging to explore and use the whole set of methods for using visual elements and tools.
- Understanding the importance of the conceptual basics of illustration and illustration in the function of graphic design.
- Understanding and separating the specifics of various illustration techniques by purpose and target group.
- Understanding narrative elements in the function of specific needs.
- Detailed knowledge of modern trends in the illustration and the rules of contemporary visual culture.
- In-depth knowledge of illustrative techniques, the principles of combining various techniques, and computer programs for image processing.
- Ability to carry out an illustrative project from conceptual design, through planning to realization of the finished product.
- Ability to develop their own design project, in which the illustration plays a fundamental role, in harmony with the requirements of modern visual culture.
- Understanding the use of dramatic narrative elements.



Within the scope of the diploma seminar, students acquire the following competences:

- They learn about the fundamental approaches at research and professional work;
- They are able to search and use professional documentation and literature;
- Students are able to prepare own written papers.