

DETAILED ERASMUS COURSE CATALOGUE

2022/2023

Common courses for all Erasmus students:

	ECTS
I. SEMESTER	
Photography	3
Comprehensive Presentations in a Space	3
Digital Marketing	3
II. SEMESTER	
Marketing and Sales	3
Typography	3
Practical Creative Geometry for Designers	3

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

Photography	3
--------------------	----------

Assist. Prof. Primož Korošec, MA

Content (Syllabus outline):

- Historical outline L.J.M. Daguerre, Nicephore Niepce, Hippolyte Bayard in William Henry Fox Talbot.
- Understanding of photography within a wider context of Western European tradition of art
- From pictorialism to new reality (Steiglitz, Steichen, Strand, Weston, Evans).
- Semiology and photography
- Barthes analysis of photography
- Heidegger and question of technique
- Review of Slovenian photography
- Review of world contemporary art photography (Jeff Wall, Andreas Gursky, Thomas Ruff, Thomas Struth, Thomas Demand).
- Definition of classical genres
- Learning and understanding of the photographic image through the laws and capability of the camera
- Classical and digital photography
- Basics of photography techniques

- Studio photography
- Basics of advertising photography
- Truth and authenticity in photography

Assignment: creating of a concept and make a series of photographs for the presentation of a chosen designer product (calendar, CD cover)

Objectives and competences:

Acquiring knowledge, which facilitates individual to grade and understand photography within an artistic and wider social context.

History of photography. Historical overview and development from the establishment of the medium until today. Trying to define the concept of photography – philosophical analysis of photography. Learning the fundamental basics by Barthes: noem and edios of photography, stadium, punctum, blind spot, connotation (trick, posture, objects, photogenic, aesthetics and syntax), denotation. Photography and the issue of art and technique. Heidegger's view of art and technique. The explanation of the phenomenon of photography inside western art tradition, which conditioned the photography's invention.

Overview of more important works of photographers (Edward Weston, Walker Evans, Paul Strand, Robert Frank, Man Ray, Jeff Wall, Andreas Gursky, Thomas Ruff, Thomas Struth, Thomas Demand). Overview of Slovenian photography.

Practical work of photography. Learning the techniques and understanding photograph through laws and capabilities of camera. Classical and digital photography. Definition of various genres: portrait, landscape, still nature, act, reportage. Documentary photography, photography in advertising. Understanding and individual development of author concept of photography in advertising.

Phenomenon of sequences in photography (Klaus Rinke, Christian Boltanski, Duan Michals, Mehmed A. Akšamija...)

The concept of photographic book (Iren Stehli, Nan Goldin, Wolfgang Tillmans, Sally Mann...)

The concept of conceptual photography (Cindy Sherman, Gillian Wearing, Rineke Dijkstra, Wolfgang Tillmans, Anne Hardy...)

Qualification for creating classical and digital photography and its use in various designer works.

Intended learning outcomes:

Knowledge and understanding:

Students learn the basics of student literature, especially most important theoretical works. Knowing the works of most important art photographers. Expected understanding of the phenomenon of shapes, properties and features of photography as a wider social and art praxis. Capability of argued critical discussion on specific art photography. Capability of transferring

theoretical and practical knowledge on photography in a working environment of design and other applied areas. Capability of planning and finishing designer's work that contains a photograph. Possibility of assessing and valuing a photograph in all its shapes, in the field of design and in art practices.

Capability to use local and foreign literature for use and critical assessment. Capability of collecting and interpreting visual materials

Learning and teaching methods:

Lectures, individual assignments, project work.

Comprehensive Presentations in a Space

3

Assist. Prof. Inge Kalan Lipar

Content (Syllabus outline):

Studio work is composed of individual topics on presentations of information in space/place.

The emphasis is on independent creation and design of exhibition spaces, identity of space and public project presentation or implementation in reality. The fundamental premise is the control of the functions and the importance of space elements and equipment; and informing about the placement of these exhibition elements in different ambiances.

The content of the subject is divided into sets:

- **Exhibitions;**
- **Public Spaces;**
- **Showrooms;**
- **Parks;**

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

Objectives and competences:

The aim of the subject is an interdisciplinary integration of knowledge in concepts and designing a specific spatial system that considers practical and theoretical design bases of exhibition.

The main purpose is to develop the ability and sensitivity for designing exhibition spaces. The main aspect is to understand the connection between designing a space with the complexity of an extended situation as well with the necessity of invention as the main motive in designing interior spaces.

The general goals and key as well as specific skills from the aspect of design development and narrative elements are that students learn about the concepts and processes of arranging exhibition spaces and various standard as well as functional settings. Through the perception of a story that sets a connecting thread of designing an exhibition, various possible approaches and methods of placing items in the space are presented.

Knowledge and understanding:

The course emphasises interdisciplinary studies in the transfer and integration of knowledge and the ability to implement ideas in a project.

Subject-related connections between subjects are recommended.

Students learn about the definitions, principles and laws of designing spaces and applying the acquired knowledge in new situations via planned and thinking processes.

Students master technical and practical knowledge in planning event places of events, memories, visualisation, they master the basic graphic note as well as spatial laws and relations, they improve their level of ability of visual expression and understanding visual messages, they implement presentation models, posters and presentation films.

Intended learning outcomes:

Students:

- Independently combine interdisciplinary and intercultural skills;
- Integration of contemporary and historical design paradigms into design;
- Understanding of wider spatial relationships that are linked to the international space;
- Analysis of wider spatial relationships linked on international environment;
- Critical interpretation of wider spatial relations linked to the international space;

- analyzing of world-famous exhibition layouts;
- Representing of possible functional corrections of individual exhibition sets;
- Learning about visualized message values in exhibition design;

Designing independent exhibition project (individually or in groups).

Learning and teaching methods:

Introductory lectures "ex cathedra";

Distribution of individual architectures and architects among students;

Self-study and research at home;

Presentations before colleagues and evaluation by colleagues and mentors;

A reflexive examination of the acquired knowledge with simultaneous developments and their own planned practice.

Digital Marketing

3

Mitja Košak, lecturer

Content (Syllabus outline):

INTERNET

Internet as the environment we live in.

Social, technical and business aspect.

Why design?

BUSINESS ASPECTS

Digital marketing inside of a marketing mix

Business models of Internet companies/business environment

Online media: owned, earned, paid, hired

Share economy, crowdsourcing, platforms

MARKETING

Consumer behavior under the influence of the Internet and social media

Content and Inbound Marketing

Buyers journey

Sales funnel

Search Marketing

SEO (on site)

Blog as an SEO organic revenue model

Creating a Persona

Contents vs. context

Email Marketing, CRM

Social media networks (FB, LinkedIn,)

Advertising

Digital campaign analytics

(Google Analytics, FB,)

Objectives and competences:

Developing an understanding of the legality of the online environment as a ubiquitous medium.

Developing the ability to understand the operation of companies by studying examples of business models. Understanding the basic motives for the operation of online media, portals, mobile applications.

Developing the ability to evaluate and critically view online content, including social networks.

Teaching and presenting methods and using basic planning procedures for creating online campaigns.

Encouraging the monitoring and critical assessment of the usefulness of the media, the content and context of these in terms of use to promote a brand.

We will encourage, develop and direct students in:

Analytics: Developing analytical thinking in the context of visual communications online and its role in the marketing mix.

Creativity: the development of abstract and conceptual thinking - design thinking at the functional message and art level in the context of visual communications with an emphasis on online and virtual world communication.

Autonomy of the use of online tools.

Persistence and accuracy:

Ability to design visual communication in terms of creating a comprehensive online presentation using advanced planning tools.

Consistency in the implementation of specific marketing specifics of the web.

Developing the ability to creatively design an appropriate visual message according to the purpose of the message.

Intended learning outcomes::

Knowledge and Understanding

After successfully completing the module students:

understand and correctly evaluate the role of design on the web and design visual communication for the web

understand and distinguish individual business platforms and outline the steps and goals in designing online communication designs

understand and use the Internet as an environment and is familiar with the concepts:

- Marketing mix
- Outbound - Inbound
- Content marketing
- Sales funnel
- Buyer / consumer purchase path
- SEO (on-site)
- Blog as an SEO tool
- Media: Owner, earned, paid marketing
- Social networks

planning a user experience based on a marketing strategy

independently design a web page, user interface, application, etc.

independently create your own presentation site in the program in the appropriate tool

can collect, analyze and evaluate cases of foreign and domestic good practice.

Learning and teaching methods:

General methods of work (method of explanation, interview, demonstration, explanation with projections).

Specific methods - case studies.

Impressions of current websites on-line.

Exercises with examples

Group and individual tasks with regular individual corrections).

Assoc. prof. Jordan Berginc, PhD

Content (Syllabus outline):

- the concept of marketing and its function
- Marketing mix
- IT support to marketing
- Marketing analysis and marketing research
- Process of segmentation and selection of target groups and positioning of the company
- Market need; customer and consumer behavior
- SWOT analysis
- 7 steps of the life cycle development stage
- Brand name and its communication with the market – rules
- The promotion leadership principles
- Sales management – strengths and weaknesses
- Sales and direct marketing; e-marketing and social media support
- Developing image of the company and relationship with customers
- Planning process and marketing plan
- Social responsibility in marketing

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

Objectives and competences:

- understanding the principles of marketing and its functions on internal and external base of the company
- Examining of effective marketing research tools
- Understanding and practicing of marketing mix
- Development of sales skills and attitudes by playing roles

- Understanding the forms of communication with the market and brand positioning
- Creating and presenting a marketing plan for own product
- Analyzing, formulation and evaluation of best sales methods for on product
- Formulation and argumentation of sales strategy

Intended learning outcomes:**Knowledge and understanding:**

- Students will learn, understand, conceptualize and practice the field of marketing, sales and develop a marketing plan for their own product in communication with target groups.

Application of knowledge:

- Understanding the concept and function of marketing for the company
- Interpretation of the marketing mix with an emphasis on the price strategy
- Encourage marketing by playing roles and presentations
- Market analysis and classification of target segments and positioning
- Interpretation of communication with the market and promotion of the brand
- Designing effective sales methods for a specific product

Transferrable skills:

The student will be able to understand the marketing function through the acquired knowledge and information, to design a marketing concept and to introduce effective tools for the marketing communication of the company with the market, including promotional activities to promote sales.

The company will be able to interpret and implement the necessary steps to support the planned product promotion for the market.

The above study outcomes refer to the knowledge and understanding of study contents in the international and intercultural context.

Learning and teaching methods:

- Interactive lectures with debates, following by numerous images and examples from business experiences.
- Exercises for exploring the needs of the target group
- Playing roles
- Presentation of marketing plans

Matjaž Tomažič Senior Lecturer

Content (Syllabus outline):

- A. Definitions of typography
- B. Function of typography
- C. Letter form
- D. Letter anatomy
- E. Design and implementation of a letter
- F. Structure of typography
- G. Typographic rules

Assignments

- A. Collage of printed materials
- B. Pangram
- C. Monogram
- D. Letter collage
- E. Topic typography
- F. Sign transformation
- G. Typographic design of selected poetry
- H. Composition of non-alphabetic signs

Students of the first study year learn the following:

A. Definition of typography:

- Visual and functional parameters
- Basic terms: printing letter, sign, font, letter type, writing, family
- Relation between typography and language
- Difference between a typographer who forms letters and typographer who forms with letters
- The phenomenon of typography as the fundamental visual language and key element in visual communications design

B. Function of typography:

- Basic disciplines of linguistics: phonetics, grammar, semantics and vocabulary
- Language as a system of speech and language as a system of writing
- Differentiation of ideographic (on semantic basis) and alphabetic (on phonemic basis) language writing

C. Form of letter:

- Historic development of the alphabet
- Development of small (minuscule) and capital (majuscule) letters
- Importance of the discovery of printing with movable letters to the form of printing letter
- Construction and technological approaches
- Morphological and historical classification
- Modern typographic trends

D. Anatomy of letter:

- Leading construction principles
- Vertical proportions, double and four-line system
- Basic carriers of letter series: small letters, versals, capitals, numerals, non-alphabetic signs
- Parts of letters and their internal relations: contrast, rhythm, anti-form, letter versions
- Optical corrections
- Categorisation according to international standards
- Modern categorisation based on original, form-related and pattern structure components

E. Design and implementation of printing letter:

- Reproduction message of typography and modularity principle
- Historical review of technologies of letter making, setting and printing
- Dimension systems, templates, letter dimensions
- Software for vector graphics, font implementation
- Setting, editing typographic bases
- Unicode standards, file formats: truetype, postscript, opentype

F. Typographic structure:

- Documentary, analytical, conceptual and expressive approach to design
- Understanding the terms recognition and readability
- Emergence of the letter in various media
- Emergence of the letter in time

G. Typographic rules:

- Physiological principles of reading, composition laws, correction marks
- Concordant emergence of text and its elements
- Style details

- Quality typographies, typography families and quality typography solutions
- Subtle consideration of text with ligatures, capitals, italics, decorations, emphases

Objectives and competences:

During the first study year students learn about the general context of typography, the fundamental disciplines in designing visual communications. Students make working hypotheses defining typography as a device for mechanic transcription and language regulation method. They learn about the function of typography in language distribution. They also learn about formal, anatomic and structural features of letter materials. Students are informed on the historical development of designing and making a typographic letter. They learn about modern typographic design and understand the global dimensions of typography. They learn about the importance of quality typography, so that they are able to rationally and harmonically use it in tasks that include text. They acquire basic knowledge that enables profound work in further study process. Students become acquainted with typography and its presence on every step of the designing process.

Intended learning outcomes:

Knowledge and understanding:

Students learn and understand the basic terminology, formal and anatomic attributes of typography, its fundamental developmental phases, the difference between phonemic and ideogramic language transcription, classical morphological classification, modern categorisation, basic composition rules.

Students search for specific examples of typographic solutions, critically analyse, compare and present them. In synthesis they use typography in accordance with typographic rules and based on own typographic standpoints regardless of the contents and topic of their assignment. Students understand all functions of typography. Based on this understanding they independently decide on their use, they start forming their own professional standpoints. They know how to assess and present their work, and how to assess the quality of typographic solution. Students also know all types of the typographic family. Students also use theoretical sources: literature, magazines and the internet, in practice they collect current typographic solutions that serve as a critical analysis of acquired knowledge.

Learning and teaching methods:

Lectures with projections, tutorials, individual assignments with consultations and corrections. Project work.

Content (Syllabus outline):

Theoretical and practical training:
Introduction to Geometry of design

2D-3D, drawing - modeling, overview and analysis of geometric shapes and solids

CUBE as a module and starting point of design

Comparative and interweaving study of classical euclidean, pitagorean and platonic geometric concepts versus origami geometry

Contemporary show cases and applications from the field of architecture and design

Individual work:

Creating and developing new dynamical shapes and products with sequence drawing and 3D models.

Objectives and competences:

Students will develop general competences:

Theoretical and practical use of geometry in design.

Theoretical knowledge on geometric structures with practical approach of discovering, creating, developing new dynamic shapes with drawing and model building.

Students will develop course-specific competences:

Basic knowledge and skill of designing with geometric structures. Know how to develop dynamic products with roots in basic geometric forms and proportions.

Intended learning outcomes:

Student will be able to:

- Design with starting point in basic geometrical structures.
- Navigate two different concepts of geometry: classical euclidean and origami.

Develop in practice (drawing, model building) new dynamical shape/product and show it in sequence.

The above study outcomes refer to the knowledge and understanding of study contents in the international and intercultural context.

Elective courses:

INTERIOR DESIGN	ECTS
I. SEMESTER	
Feng Shui – the Culture of Living in East Asia	6
Studio for Interior Design Development III	6
New European Bauhaus – Open space design studio	14
II. SEMESTER	
Studio for Scenography	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.**

Feng Shui – the Culture of Living in East Asia	6
---	----------

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 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.

Professor Nada Rožmanec Matičič, B.Sc. Arch.

Professor Dragan Čalović, Ph.D.

Assist. Maja Peteh, MSc.

Content (Syllabus Outline):

The New European Bauhaus project is a cultural movement that aims to make EU carbon neutral by 2050.

Think and act a New for a green and digital Europe.

How do we want to live and work?

Beautiful, sustainable, together.

Reflecting on the places we inhabit in 2021, and our relationship with natural environments beyond the built space, we know that the climate crisis requires deep and systemic changes to how we live. Either adapting to or mitigating climate change will touch upon everything from how we work and energise our homes, to how we move around and interact within our communities.

It's time to explore a practical approach to discovering beautiful, sustainable, inclusive and affordable ways of living, and use them to inspire our way forward.

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, circular economy, zero waste, taking into account the social needs of people and individuality, it combines interior and exterior, forming private, intimate spaces in public spaces.

Content:

- interior equipment of pavilions designed for various activities
- urban park equipment, playgrounds
- mobile urban element: traveling library, mobile store, mobile office
- interior fittings for outdoor exhibition areas
- scenography for open events; concerts, fashion shows, theatre plays

- equipment of abandoned interspace

The international students and experts from Universities and economy will work together on the common idea to move Europe towards a circular economy. The green and social responsible projects will also help deliver the EU Green Deal- to make Europe climate neutral by 2050.

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:

We design curriculums to provide students a conducive learning environment that they will engage and encourage them to absorb new concepts. We provide students an opportunity to think outside the box and take education beyond the classroom learning.

Thinking like a designer- Learn about collections and how they are developed. Understand the need to design for the customer.

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.

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.

Designers must be skilled, versatile, collaborative problem solvers in our rapidly evolving world. This self-directed design program enables you to actively shape your creative practice. Many graduates combine design and entrepreneurship to become design leaders and intrepid visual artists.

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.

Expected Study Outcomes:

- Students recognize different types of interior and exterior public spaces.
- Student analyze a public space and create new spaces within the public external or internal space by integrating and developing urban elements
- students designs urban equipment according to the program, content, target group and type of public space
- they expose spatial and equipment solutions and characteristics of conceptual, architectural and ambient design of spaces
- students argue their own solutions
- students evaluate their own work and the work of their colleagues.

Students will also be able to:

- choose the appropriate diploma thesis topic;
- plan and implement all necessary phases for the preparation of the diploma task and chose the appropriate research method;
- search for relevant literature;
- prepare the diploma thesis.

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.

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 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 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 Fashion and Eco Design	15
II. SEMESTER	
Studio for Fashion Design II	13
Studio for Spatial Textiles - Diploma Thesis Seminar	8

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

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

Assist. Prof. Jana Mršnik

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.

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

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	
Basics of Management	3
Studio for Conceptual Product Design I	12
II. SEMESTER	
Design Management Methodology	3
Studio for Comprehensive Graphic Image and Product Packaging	12
Visual Communication	3

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

Basics of Management	3
-----------------------------	----------

Assoc. Prof. Dragan Kesić, Ph.D.

Content (Syllabus outline):

- Introduction of basic terms and definitions of management
- Foundations of management

- Enterprise as organisational system
- Culture and philosophy of enterprise
- Quality and business excellence
- Management decision making
- Tasks of managers

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:

- the ability to analyse, synthesise and predict management problems and solutions,
- the ability of critical and self-critical assessment of enterprise problems and cases,
- the ability to implement knowledge and skills relevant for management,
- the development of communication skills in organisational and external environment,
- 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:**

- understanding and the ability to evaluate the history of management, economy and behavioural sciences,
- the ability to analyse and resolve management problems implementing objective scientific methods and procedures,
- the ability to select appropriate management models in everyday management,
- the ability to search for new information with regard to management,
- understanding the interconnection between management and business and its implication in resolving problems in enterprise;
- 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.

Intended learning outcomes:

Students will be able to:

- understand relevant management concepts and terminology,
- understand enterprise management processes that are result-oriented,
- understand system theories relevant for management,
- understand cybernetic and other procedures relevant for commanding and controlling organisational systems,
- define an organisation as system of people, means and resources,
- combine concepts of enterprise policies with interest-focused behaviour of participants, governance and management,
- manage an enterprise by understanding the political action model,
- recognise organisation culture and subcultures as well as management ethics,
- link enterprise philosophy with ethics,

- understand the elements of quality management that contribute to enterprise successes and image,
- define the measures for quality management and business excellence,
- holistically conceptualise problem solving and decision making,
- understand scientific methods in business and management problem solving,
- understand the interplay of different scientific fields in decision making,
- understand economic and financial theory of decision making,
- combine experience and knowledge in management,
- understand the role of intuition,
- define enterprise policies by designing, informing, planning and decision making,
- review the enterprise's results with company control systems and processes.

The above study outcomes refer to the knowledge and understanding of study contents in the international and intercultural context.

Assist. Prof. Petra Bole, Ph.D.

Assist. Manca Matičič Zver

Content (Syllabus Outline):

The course is designed to provide knowledge and skills that enable students to develop conceptual and innovative products, with the thought of man and the awareness of the responsibility of the designer and his work.

The course gives knowledge from the theoretical basics of the design and development of design theories. Through the knowledge of the fundamentals of visualization techniques, drawing and painting skills, along with knowledge of definitions, terminology and etymology of design, the course enables us to learn about the basic segments of the design process, such as: method, application, need, purpose, association and aesthetics, where the process follows three areas: , concept and synthesis. It is also important to recognize and understand good design practices.

Objectives and Competences:

Aims and objectives: The aims and objectives of the course is to prepare the student to begin to understand the design as a process that enables the product to be developed and, in order to learn to identify and solve design problems, the product is designed innovatively with sensitivity to the environment, ergonomics and social issues.

At the same time, we come from basic visualization, drawing and painting skills, theoretical and more disciplined research that deepens the knowledge of design, the productivity of the products and the definition of design practice in its efficiency of problem solving.

The goals are to enable the student to design products based on conceptual design to production, prototyping with ergonomic criteria, user-oriented research, cultural judgment and social responsibility.

Expected Study Outcomes:

The student knows and understands the importance and role of product design in a broader social context.

- conceptual understanding of the process and thinking,
- knowledge of skills in visualization techniques, drawing and painting,
- mastering drawing by model, still life, non-metallic drawing and painting, drawing and painting space and spatial relationships,
- recognition of design problems that are conditioned by the physical, psychological and emotional desires and needs of people,
- perceiving the complexity of the design process
- knowledge of methodology of the planning process,
- obtaining the necessary knowledge and methodological approaches and skills for independent critical analysis and definition of creative design problems and tasks,
- getting to know the initial systematic research and design of simple shapes and possible further implementation,
- the ability to design and construct products with simpler complexity,
- knowledge of interconnectivity, interdisciplinary methodologies and research methods,
- developing demonstration skills.

The above study outcomes refer to the knowledge and understanding of study contents in the international and intercultural context.

Content (Syllabus outline):

1. Presentation of basic concepts
2. Development of the concept of management design
3. Presentation of the development of DM models
4. Managing as a design manager (design and system thinking)

5. Research methodologies in the field of design of management
6. Methods of research and development of design at NPD (development of new products), FMCG (trend-tracking), service design, brands and design organizations
7. 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 competencies**:

- 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

Expected Study Outcomes:

Student will:

- be able to explain the basic concepts in the field of management design
- understand the processes of modern management, problem solving and decision making
- won the theoretical knowledge of the development of methods of design management
- be able to lead the project with designer thinking approaches
- be able to direct the project through sustainably responsible approaches
- be able to define the methodology of management design
- be able to identify strategic tools in RD research and development
- be able to link segments of operation with the approach of systemic thinking
- be capable of introducing design as a strategic tool for the success of the organization

The above study outcomes refer to the knowledge and understanding of study contents in the international and intercultural context.

Assist. Prof. Barbara Dovečar, M.A.

Assist. Prof. Domen Lo,

Assist. Prof. Nataša Vuga, M.A.

Content (Syllabus outline):

Course study is composed of individual sets of themes in the field of visual communications, with the emphasis on lectures and individual, independent creation and design.

Students learn about the concept and processes of designing product packaging and designing the visual identity for a product.

Each design product (project) has its own structure, i.e. the story or concept. By perceiving the concept that is the main core of designing the corporate identity and packaging of the product, various possible approaches and work methods are presented.

Featured content:

1. Planning and designing of the identity of product (products)

- Basics of typography, composition and colours.
- Process of sign and logo design and the integration of visual symbol with the words. How to select proper typography and colours, photographs or illustrations.
- **Learning about dynamic corporate identity**
- Learning about the laws of basic design elements and genres.

2. Planning and designing product packaging.

In the process of packaging design we will address the following topics:

- Types of packaging and functions of the packaging
- Communication and marketing aspect of packaging
- Environmental aspects of packaging
- Artistic expressive aspects (typographic, photographic, illustrative)
- **Intelligent and active packaging**
- Materials and technology
- Structuring of information
- Planning and designing packaging for selected product(s)

3. Visualization techniques:

The lectures and demonstrations in the computer classroom will present the basics of computer graphics in two and three dimensional spaces and their integration into the real world. The content will be structured into several interconnected sets. First of all, the emphasis will be on the processing and processing of important images, and on the basics of raster computer imaging and / to learn about digital color space. The next section will include two-dimensional

vector as well as technical drawing. In the following, students will learn the basics of digital modeling using different types of curves and geometries. Various computer modeling techniques will be upgraded with the basic digital visualization of the 3D model.

Objectives and competences:

We will encourage, develop and direct students in the:

The development of analytical thinking in the context of visual communications, the ability to clearly analyze the design problem in the form of concise text, describing the design concept and the presentation of the final solution.

Ability for planning and designing the identity and packaging of a product (products)

Ability of analysing expressive and functional characteristics of packaging, and the knowledge of various technical- technological procedures in the formation of packaging.

Ability to solve design tasks at project work, from conceptual design solutions through integrated planning of the execution and realisation of the final product.

Ability to design planning on the conceptual design level, visual-artistic and effective design, execution and technically adequate performance.

Ability to plan design solutions as a multi-layer visual communication design which takes place on multiple communication levels.

Learning about the laws of basic design elements and genres.

Ability to connect managerial knowledge with knowledge about planning.

The objective of the course is to acquire the basics of digital means of expression, to learn about various techniques of digital visualization and drawing, the basics of technical drawings, to learn the concepts of the two and three dimensions of computer graphics and seamless transition between the material and digital creative world. The emphasis will be on the basic skills and skills of computer drawing, modeling and visualization directed to representations and presentations of shaped objects, industrial products and interior design.

The student acquires the competences of basic digital visualization and the transfer of theoretical examples into practice on a concrete project.

Expected Study Outcomes:

After successful completion of the module students should be able to:

1. **identify** examples of good practices in the field of corporate graphics, publications and packaging;
2. **analyze** the customer's current and future needs;

3. **analyze** packaging for different types of products made from various types of materials and for several target groups.
4. **evaluate** the existing status of the logo, CI, ads, publications, packaging;
5. **apply** theoretical knowledge to practical design projects;
6. **Interpret and explain** the impact of materials and technological procedures on the packaging design in the context of sustainable design.
7. **Interpret** (well-known) concepts in the field of local and **global** culture, art, life, ...;
8. **evaluate** the decisions, significance, and consequences of the design work;
9. Know and distinguish from CAD and CAM technologies;
10. Know the digital world and the basics of computer graphics with the emphasis on computer drawing, modeling and visualization;
11. Distinguish between raster and vector graphics;
12. Know, understand and apply the basics of a technical drawing for the drawing of simple objects

Visual Communication

3

Prof. Polona Tratnik, Ph.D.

Content (Syllabus Outline):

The subject focuses on conventional communication systems, especially visual, language and other systems. It also dedicates a lot of attention to analysing the discourse of visual media and their specifics, meaning creating processes and various ways of reading visual texts.

The contents will be presented in the following sets:

- Communication process and its elements: transmitter, receiver, (external) reference or context, medium, message, code. Roman Jakobson.
- Introduction to semiology as sign and sign systems science. Synchronous language science (Ferdinand de Saussure), language sign and relations between elements in the language system.
- Visual communication systems: semiotics and culture. The levels of semiotic systems: denotation, connotation. Image rhetoric. Representation. Roland Barthes.
- Production of meaning and sign, continuing semiological process, sign as a process. Sign in relation to replacing and reference (photo example). Charles Sanders Peirce.
- Open work. Umberto Eco. Text and the birth of a reader. Roland Barthes.

- Culture studies, communication studies and television medium. Various types of reading: dominant-hegemonic and opposition reading, discourse management strategies and disruptive forces. Stuart Hall and John Fiske.

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

Objectives and Competences:

Students learn about the appropriate conceptual and operative apparatus for analysing conventional visual communication systems, thus gaining expert competences for an independent analysis and creative as well as operative use of visual and other conventional communication systems. Students are able to consider and create complex discourses and independently focus the production of meanings as well as control reception mechanism of audiences, whereas, the students will be qualified to independently and creatively manage discourses in the field of various design types

Expected Study Outcomes:

Skills and understanding:

Students gain the relevant conceptual apparatus, required for examining relations between different media in the communication process, between (visual) texts and transmitters as well as cultural context, where discourse emerges, thus the relation between the created meaning, ideology of (visual) texts and the audience. Students learn about the range and depth of approaches in discussing (visual) discourses, thus enabling them for a responsible theoretical and applicative approach to design.

The above study outcomes refer to the knowledge and understanding of study contents in the international and intercultural context.

VISUAL COMMUNICATION	ECTS
I. SEMESTER	
Interactive and Web Design I	6
Interactive and Web Design II	5
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

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

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).

Interactive and Web Design II**5****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).

Assist. Prof. Barbara Dovečar, M.A.

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.

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, infographs, 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.

Expected Study Outcomes:

After successfully passing the module, students are able to:

1. **Collect, study and identify** examples of foreign and domestic good practice in the field of typeface and breaks in publications
2. **Analyze** the key elements of a high quality alphabet and **evaluate** its artistic qualities.
3. **Plan** creative starting points for their own typeface so that they can independently design the inscription, logo, etc. without using an existing alphanumeric type.
4. **Design** a break of a medium-sized publication and master enough applied typography for a quality solution.
5. **Design** a hierarchy of typographic content work, text exposures, info- graphs, photography, interlace picture and letter material.
6. **Interpret** the concepts of local and global culture, art, life.
7. **Critically evaluate** the process and results of their own work in terms of typography.

Learning and Teaching Methods:

Frontal lectures with projection, explanations and discussions, individual assignments with consultations and corrections

Project work

E-learning