

Graphic Art BA

Alternative Investigation in Book Illustration

Course

The illustrative context contains some examples from the traditional book design (flyer, brochure, book, volume, visual identity) and the electronic formats (web design, electronic book).

The course contains practical information about the projection and the DTP aspects for publications (book, poetry book, illustrated book for children, author book, brochure, newspaper, magazine, etc.), with specific elements, as:

- Frontispiece,
- Mirror page
- heading
- paging modules, raster
- page organizing
- highlighting forms, etc.

The course aims:

The introduction in the print technologies.

Branches of the printing industry (high printing, plan printing, intaglio, bindery, padding, phototypesetting, screen printing, electromagnetic printing, etc.).

Theory basis of the printing processes.

Printing with the plan print – print machines.

Particularities of training the forms and the printing machines, plan and high, for printing.

Practice using the computer, using desktop publishing programs. Layout for various types of books (cultural, scientific, children's book, object – book, etc.).

The course covers the research methods and the treatment but in context, the theory and the critical thinking related to the practical part. It will increase the understanding of the research results and their use oriented to practice. The research strategies and general principles will be adapted in various applicative situations.

The goal is the contextualization of the research with references to visual communication, with the social, ethical and ecological order, the purpose and the critic analytical base and the relation between the book designs with the market.

Graphic Art BA

Alternative Investigations in Drawing

Course

The course refers to the forming of a creative thinking, to the integration of the artistic image of some cultural dates and to the formation of the artistic message transmission using the black-and-white linear representation, with or without the stain of value.

The course involves the collaboration with other disciplines.

After graduation, the students will be able to develop an art creation activity or high - educational teaching activities.

Curs

Disciplina se referă la formarea unei gândiri creatoare, la integrarea în imaginea plastică a unor date culturale și la formarea capacității de transmitere a mesajului plastic prin reprezentare liniară în alb-negru, cu sau fără umbre sau pete valorice.

Stimularea imaginației.

Cultivarea colaborării cu celelalte discipline.

După absolvire, studenții să fie capabili să desfășoare o activitate de creație artistică sau didactică de înalt nivel profesional.

Graphic Art BA

Alternative Investigations in the Multiplication Techniques

Course

The study of the multiplication techniques evolution from the perspective of the social and artistic impact, from different historical periods and their relevance in the contemporary art and society.

The understanding and the exercise of the intaglio techniques, of the high print, plan print, screen-print and digital print; reproduction, serialising, multiplying.

The acquaintance with specific materials.

Acquiring of general notions and procedures about the art, as unique or serial.

Curs

Studierea evolutiei tehnicilor de multiplicare din perspectiva impactului social si artistic avut in diferite perioade istorice si relevanta lor in arta si societatea de astazi.

Intelegerea si exersarea problemelor principale ale tehnicilor de tipar adanc, inalt, plan,serigrafic si digital: reproductibilitate, serialitate, multiplicare.

Familiarizarea cu materialele specifice.

Formarea unui bagaj de notiuni si procedee generale despre arta ca unicat si multiplu

Graphic Art BA

Animation

Seminary

The course is conceptual and applicative based. It refers to the argumentation of a specific project of the course and to the technical aspect, to the theoretical and the practical support of the concept, based on a personal subject.

The course gives the student the conceptual and the applicative support and it aims to develop the entire project of animation, with all the practical and useful stages of a final product that could be delivered to the public: an animation project.

This discipline must prove the student's capacity of original and creative thinking and the capacity of the independent development of a practical work, respecting the specific landmarks of the Animation domain.

The achievement of this step gives the student the opportunity of self-improvement in the field of animation at the higher quality level and it makes him understand the real requirements about the quality of the final product in the relation with the possible employer.

Seminar

Disciplina se bazează pe segmentul conceptual și aplicativ; conceptual se refera la argumentarea unui proiect specific disciplinei iar cel aplicativ se refera la colaborarea tehnica, teoretica si practica a conceptului prestabilit bazat pe un proiect personal.

Disciplina ofera studentilor suportul conceptual si aplicativ destinat realizarii integrale a unui proiect de animație cu toate etapele practice dar si de utilitate a unui produs concret, finit, care sa poata fi livrat publicului, o animatie.

Aceasta disciplina trebuie sa demonstreze capacitatile studentului de a gândi original si creativ si de a realiza independent o lucrare practica finita in reperele de specificitate al domeniului, Animatie.

Realizarea acestui demers ofera studentului ocazia de a-si demonstra la cel mai inalt nivel tratarea aspectelor concrete ce tin de arealul de extindere a zonei Animatiei și de intelegere a cererii și calitatii produsului finit in relatie cu un presupus angajator.

Graphic Art BA

Basis of Drawing for Graphic Art

Course

The course refers to the training of the analytic vision, to the integration of the artistic image as part of cultural information and to the formation of the capacity of transmitting of the artistic message through the graphic representation in black and white, with or without shadings or stain values.

Curs

Disciplina se referă la antrenarea unei viziuni analitice, la integrarea în imaginea plastică a unor date culturale și la formarea capacității de transmitere a mesajului plastic prin reprezentare liniară în alb-negru, cu sau fără umbre sau pete valorice.

Stimularea pertinentei în observație.

Cultivarea colaborării cu celelalte discipline

Graphic Art BA

Comics

Course

The course is conceptual and applicative based. It refers to the argumentation of a specific project of the course and to the technical aspect, to the theoretical and the practical support of the concept, based on a personal subject.

Curs

Disciplina cuprinde doua segmente aflate in tandem, respectiv segmentul teoretic / conceptual și cel aplicativ. Segmentul teoretic / conceptual se refera la sustinerea teoretica a proiectului plastic propus. Cel aplicativ se refera la colaborarea tehnica, teoretica si practica în vederea elaborarii lucrarilor, pe baza unui proiect personal.

Graphic Art BA

Composition for Easel Graphic

Course

The course proposes the formation of the creative thinking, through the integration of the expressive valences of the subjectivity in the graphic image.

The course aims to stimulate the imagination, the intellectual capacity, the enlarging of the knowledge horizons about the medium, and the dialectics of the image and the synthesis principle (support, creative space).

The discipline proposes the research of the image architecture from the written sign point of view and from the perspective of the visual communication function.

This discipline must prove the student's capacities of original and creative thinking, his well structured and coherent work.

The realization of the work gives the student the opportunity of showing his high-level critical thinking and his abilities in the field of the fine art research.

Curs

Cursul urmărește formarea gândirii creative prin integrarea în imaginea de factura grafică, a valențelor expresive ale subiectivității.

Disciplina își propune stimularea imaginației, a capacității intelectuale, lărgirea orizontului de cunoaștere a mediului, a dialecticii imaginii și a principiului sintezei (suport, spațiu-creator) în creație.

Cursul urmărește cercetarea arhitecturii imaginii, din punct de vedere al semnului scris și al funcției în comunicarea vizuală.

Această disciplină trebuie să demonstreze capacitățile studentului de a gândi original și creativ, de a realiza o lucrare structurată și poziționată.

Realizarea lucrării oferă studentului ocazia de a-și demonstra la înalt nivel gândire critică și abilitățile de cercetare.

Graphic Art BA

Composition for Graphic Design

Course

The course proposes the creative thinking development through the integration of the expressive valences of the subjectivity in the graphic image.

The discipline involves the stimulation of the imagination, of the intellectual skills, the enlargement of the knowledge field, of the dialects of the image and of the synthesis principle (support, creative space).

The course of the COMPOSITION FOR GRAPHIC DESIGN aims the research of the image structure from the point of view of the written sign and of the visual communication's function.

The course is about the study of the composition through the three types of graphic-design (commercial, political, cultural) and the practice in the field of the specific genres of the advertising graphics.

The course aims to support the theoretical and the practical knowledge of the structural principals of the text and the image in the projects aimed to be represented through the typographic multiplication processes.

The course involves the study of the image processing using the computer, as a research project that reveals new forms and expressive digital formulas, but also as a pragmatic process of the graphic design process with applications in the development of the printed products.

Curs

Cursul urmareste formarea gândirii creative prin integrarea în imaginea de factura grafica, a valentelor expresive ale subiectivitatii.

Disciplina isi propune stimularea imaginatiei, a capacitatii intelectuale, largirea orizontului de cunoastere a mediului, a dialecticii imaginii si a principiului sintezei (suport, spatiu-creator) in creatie.

Cursul **COMPOZITIE GRAPHIC DESIGN** urmareste cercetarea arhitecturii imaginii, din punct de vedere al semnelui scris si al functiei în comunicarea vizuala precum si formarea gândirii creative prin integrarea în imaginea de factura grafica, a valentelor expresive ale subiectivitatii.

Disciplina isi propune aprofundarea problemelor de compozitie la cele trei tipuri de graphic design (comercial, politic, cultural), si exersarea problemelor specifice ale genurilor graficii de publicitate.

Cursul marea stecunoastere teoretica si practica a principiilor si regulilor de structurare a imaginilor si textului în proiectele destinate multiplicării tipografice.

Disciplina propune aprofundarea studiului prelucrării imaginii pe calculator atat din punct de vedere al cercetării, al cautării de noi forme si formule de expresie vizuala digitala, cat si o abordare mai pragmatica, cea a graphic design-ului cu aplicatii in realizarea produselor tiparite.

Graphic Art BA

Creative Explorations in Advertising Graphic

Course

The course refers to the research methods and to the treatment in context, to the theory, and to the critical thinking related to the practical work. The result of the research and the practical orientation will be increased. The strategies and the general research principles will be adapted to various applicative situations.

There will be used the practical exploration and the exploration processes as rich sources of understanding the essence of the profession in the graphic art domain. Another aspect of the course is: the exploration through the research of the relation between the product and the user, and the information about the technologies and the new technological materials and informational structures.

The aim of the course is the contextualizing research with visual communication references, the social context, the ethics and the ecological problems, the goal and the basis of the critical analysis, the relationship between the advertising graphic and the market.

The purpose is building the habits of operating using composition laws in the field of creation and the “reading” of the art work; the habit building in organizing the surface from simple to complex; the formation of the ability of synthesize the artistic and theory notions in an advertising project; the finding of particular solutions for information and documentation processing, for an honest, directly and original expression.

The themes:

- Expressive and symbolical valences of the compositional structures.
- Relations between the reference and the compositional active elements.
- "Records" about the spirit of the place - reflected, functional, symbolic, mythical, social - religious, political, etc.
- The medium as message.
- The relation between the individual and the society.
- The effect and the impact of the advertising on the individual and on the society.

Graphic Art BA

Creative Explorations in Easel Graphic

Course

The themes proposed in the course are not directed to a technique or another, but those are meant to examine the way that the visual concept articulates differently, depending on the chosen procedures.

This approach from the concept perspective to the technique leads to a relativisation of the borders between the mediums and to experimentations on the drawing, the engraving or the digital image.

Searching the new mediums of artistic expression, of personal techniques of engraving, of print or drawing claim another direction of research, proposed in the course.

The searching of the three-dimensional through the object, installation or mixed media proposes a new dimension on the exhibit level of the works, and the presenting mode is understood as an important part of the creation process.

The course aims at its first state the relation between the medium and the message, demanding the acquired knowledge from other studio disciplines: drawing, photography, book illustration, etc.

Graphic Art BA

Critical Seminary for Diploma

The course comprises two parallel segments: the theory part/ conceptual and the applicative one. The theoretical segment refers to the conceptual exposing of the graduating diploma. The applicative part involves the technical, theoretical and practical collaboration, in order to elaborate the final works, based on a personal project.

The discipline gives the student the conceptual and applicative support, for the achievement and the presentation of the graduation project as a final report of the study period, and as a legitimating of the professional statute.

This discipline refers to the final stage of study cycle (Bachelor level) and it has to show the capacities of the student's original and creative thinking, and his capacity of independent theoretical work, at a high educational level.

The graduation work gives the student the opportunity of proving the critical thinking and the abilities for high-educational level research in the field of fine arts.

Graphic Art
Digital Image Processing
Course

The course is conceptual and applicative based. It refers to the argumentation of a specific project of the course and to the technical aspect, to the theoretical and the practical support of the concept, based on a personal subject.

The course gives the student the conceptual and the applicative support and it aims to develop the entire project of animation, with all the practical and useful stages of a final product that could be delivered to the public.

This discipline must prove the student's capacity of original and creative thinking and the capacity of the independent development of a practical work, based on the unlimited possibilities of the soft manipulation, developing a coherent project and respecting the specific benchmarks in the computer graphic art domain.

The achievement of this step gives the student the opportunity to self-prove the technical and artistic skills of the digital image development at the higher quality level and it makes him understand the real requirements about the quality of the final product in the relation with the possible employer.

The methodology and the practical aspects will be approached during the regular meetings, with the responsible of the course and with the student.

Graphic Art BA

Desktop Publishing (DTP)

Course

The introduction in the technology of printing.

The printing industries (high print, intaglio, bookbinding, padding, photo type, screen-print, electromagnetic print, etc.)

The theory basis of the printing processes.

The printing with print plan – printing machines.

The particularities of the training of forms and intaglio, high print and plan print machines for printing.

Practical work on computer using programs and DTP. The layout of different magazine types (cultural, scientific, etc.)

Graphic Art BA

Finalizing the Advertising Graphic Art Diploma Work

Course

The course includes two parallel segments: the theoretical/conceptual part and the applied part. The first one refers to the theoretical support for the diploma (Bachelor level). The applied segment involves the technical contribution, theoretically and in a practical way, for the development of the final works, based on a personal project.

The discipline gives to the students the conceptual and the applied support for the development and the presentation of the half-yearly work, as a legitimation of the future professional state.

This discipline refers to the final stage of the bachelor level studies and must prove the student's capacity of original and creative, but also his capacity to develop the theoretical academic work.

The realization of the diploma work offers to the student the opportunity of proving the critical thinking and the practical research abilities at the highest study level.

The methodology and the practical aspects will be approached during the regular meetings, with the responsible of the course and with the student.

Graphic Art BA

Finalizing the Easel Graphic Art Diploma Work

Course

The course includes two parallel segments: the theoretical/conceptual part and the applied part. The first one refers to the theoretical support for the diploma (Bachelor level). The applied segment involves the technical contribution, theoretically and in a practical way, for the development of the final works, based on a personal project.

The discipline gives to the students the conceptual and the applied support for the development and the presentation of the half-yearly work, as a legitimation of the future professional state.

This discipline refers to the final stage of the bachelor level studies and must prove the student's capacity of original and creative, but also his capacity to develop the theoretical academic work.

The realization of the diploma work offers to the student the opportunity of proving the critical thinking and the practical research abilities at the highest study level.

The methodology and the practical aspects will be approached during the regular meetings, with the responsible of the course and with the student.

Graphic Art BA

Mixed Media

Course

The course is conceptual and applicative based. It refers to the argumentation of a specific project of the course and to the technical aspect, to the theoretical and the practical support of the concept, based on a personal subject, specific in the main domain, the alternative investigations in mixed media.

The course gives the student the conceptual and the applicative support and it aims to develop and presentation of the semestrial project and as a legitimation of the future professional status.

This discipline is about the bridging possibilities for the covered subjects till this moment, but also about the capacity of mixing the accumulated knowledge and the development of the coherent artistic image, as a result of the mix between the traditional and the digital mediums.

The achievement of this step in the field of Mixed Media gives the student the opportunity to self-prove the critical thinking and the practical skills in the most important aspects of this vast field of research.

The methodology and the practical aspects will be approached during the regular meetings, with the responsible of the course and with the student.

Graphic Art BA

Photography II

Course

The introduction in the technology of printing.

The fields of the polygraph industries (high print, intaglio, cardboard bookbinding, photo type, screen-print, electromagnetic print, etc.)

The theory bases about the print processes.

The print with flat print - printing machines.

The particularities of the shape preparation an intaglio machines, flat and high, for the printing process.

Practical work using the computer with DTP programs. The layout of various magazines types (cultural, scientific, etc.)

Graphic Art BA

Photography III

Course

The course purpose is the progressive introduction of the students into the creation notions, through the study of the expression methods used in the photographic art and the organized experimentation of the utilization of those methods in the different photographic genres. The themes will determine the familiarization of the student especially with the applicative possibilities of the photography in the domain of the easel graphic art, advertising graphic and book publishing.

Graphic Art BA Practice

The course proposes an alternative plan of research and experimentation, comparing to the other courses in the field of Graphic art. The main purpose is the achievement of various theoretical knowledge and practical skills, by developing specific producing activities in the graphic art domain.

The purpose is a better articulation of: the intaglio and the high print techniques, through the print of the work of arts, using the most proper solutions of the typography domain (books, posters, postcards); the identification of the places in which the traditional techniques of engraving and the paper manually obtained could bring a different vision in relation to the digital print. The practice aims the coherence between the stages of typographic work, from the basic materials (engraving support, type of handmade paper, tools) to the final product.

Graphic Art BA

The Basis of Composition and Visual Language Analysis

Course

The discipline involves:

-The relation between the natural and the artistic space: the space properties / the two-dimensional organization/ the three-dimensional organization (the volume) / the expressive value of the spatial fields.

-The artistic elements and their relation with the frame of reference (relation between the configured shape and the shape of the support)/ circular formed and quadrilateral formed.

-Frames and coordinates.

-The expressive value of the basic elements (point, line, surface), beside their relationship with the space of reference.

- The expressive functions of the artistic elements (as positional relationship): the organizational function (ordered -aleatory); the boost function of the surface; the structuring function (forcing lines, stationary or in motion; directions).

-The function of colour in the composition of graphic art.

Compositional types: static-dynamic (harmonic - expressive)/ (ascending - descending)/ closed –opened / monolithic – concentrated –dispersed.

-Compositional rules: symmetry – asymmetry/succession, alternation/gradual process.

- The rhythm: natural, interior, as writing/ duration, distance accent, counterpoint / binary, ternary, with various pace/ rhythmic cell.

-The directing of the perception, depending on the type of composition: directions.

-The image as confluence of three simultaneous acts of symbolization> the representation / the decoding/ the expression;

-The semantic domain: the artistic represented sign (signifier/signified);

-The meaning: the information that the object gives about “something else” than its own physical reality; the aspect: denotative – the autoreflexive function of the form (Focillon, H.); connotative.

The symbol: development/manifestation of the symbolical image using the equivalent: expressive, symbolical or from the affective perspective.

The language: - signs system, predetermined code.

The relationship between the sign - the symbol – the meaning.

Interior representations – Deformations – Transfigurations: - relation between the interior perception – the exterior perception/ the valorization of the subjectivity/ the artistic methods of self-knowledge: the introspection as the oriented view on the individual internal reality; the subjective developments, as subjects of knowledge: the perception of the object (the conscience about the world) includes also the self-conscience/ the meditation and the contemplation as expression exercises, artistic-speculative, conceptual and as an empirical-intuitive knowledge.

Graphic Art BA

The History and the Art of Writing

Course

The course includes:

- The study of the historical writing development.
- The understanding and the exercise of the principal notions of the writing art.
- The familiarization with specific materials.
- The formation of a notion ensemble and general processes about the construction of various fonts and their utilization in a creative way, in publishing and advertising graphic.

Graphic Art BA

The Study of Colour for Graphic Art

Course

The course includes two parallel segments: the theoretical/conceptual part and the applied part. The first one refers to the theoretical support for the diploma (Bachelor level). The applied segment involves the technical contribution, theoretically and in a practical way, for the development of the final works, based on a personal project.

The discipline gives to the students the conceptual and the applied support for the development and the presentation of the half-yearly work, as a legitimation of the future professional state.

This discipline refers to the resources for the correlation with the completed courses, but also to the capacity of the artistic image development, original and coherent.

The realization of the works for the „Study of color” offers to the student the opportunity of proving the critical thinking and the practical research abilities at the highest study level.

The methodology and the practical aspects will be approached during the regular meetings, with the responsible of the course and with the student.

Graphic Art BA
The Techniques of Engraving
Course

The course purposes both to ensure a theoretical support and practical knowledge about the engraving techniques: high print, intaglio and print plan, but also a good application of the specific information in the field of the contemporary fine art's speech and esthetics.

The course purposes the study of three engraving techniques: two belonging to the high-print (woodcut along the wood fiber and linocut) and one intaglio technique (dry point) for the first semester, etching and mezzotint for the second semester, flat print (lithography, offset) for the second semester and the relation between the technique (the medium) and the content (message), for the 4th semester.

Without being in opposition, the tradition and the experiment are two important reference points in this course. The themes for each semester and the exam are requesting a complex process of documentation about the history of engraving, about the contemporary creation and the experimentation of new engraving methods, printing and multiplying. The student should release his practices from the "studio receipts" and canons.

The information included in the course content give the student a global vision, in terms of theory and application, on the engraving contemporary phenomena and it also contributes to the assimilation of the engraving as an artistic language in the context of the contemporary art.

Graphic Art BA

Typography

Course

The introduction in the technology of printing.

The printing industries (high print, intaglio, bookbinding, padding, photo type, screen-print, electromagnetic print, etc.)

The theory basis of the printing processes.

The printing with print plan – printing machines.

The particularities of the training of forms and intaglio, high print and plan print machines for printing.

Practical work on computer using programs and DTP. The layout of different magazine types (cultural, scientific, etc.)