

Design Compilation.

The Design Compilation is a mixture between exercises and lectures. We will focus on a project in the field of Corporate Design and integrate the competences of all involved students (Graphic Design, Interior Design, Marketing etc.).

During the course I will present examples of well implemented Corporate Designs to show processes and methods of operation.

The goal also is to develop a Corporate Design in step with actual practice.

mma . Media Mix. Andrew PHELPS

7,5 ECTS

Media Mix.

Image and Text - beyond illustration

In the context of graphic design, images and text are usually reserved for representation and illustration. A text provides written information, images provide visual information. At best, these elements may be graphically manipulated to serve their illustrative purposes, but what happens when the context of an image is changed through the use of text? What happens when a text, when confronted with different images, takes on a new meaning?

We will be exploring the many possibilities of combining image and text. The first half of the semester will be brain-storming, collecting and talking about the aesthetics of text, language, symbolism and their relationship specifically to photography.

The second half of the semester will be dedicated to personal projects, from their conception to completion by the end of the semester.