

What is graphic design?

Planning and designing visual communication is the task of graphic designers working in advertising agencies and graphic studios or freelancing.

Training Targets

Focusing on practical work, the Department of Graphic Design offers comprehensive training in visual design making graduates versatile graphic designers.

Theory

Knowledge and analysis of cultural connections and processes provide graduates with a basis for efficient communication with specialists from all production areas.

New Media

Training focuses on media-specific concepts and the ability to produce digital fair copy and working media products.

Requirements

To succeed as a graphic designer requires both above average talents in drawing and a specific gift in design and creativity, as well as analytical thinking. Applicants also need to take pleasure in exact work and be interested in art and culture.

Training at the "Higher Department"

Training at the "Higher Department for Graphic and Communication Design" is versatile and comprehensive. It offers a variety of technologies and skills and both job specific and general knowledge:

- Nature studies, illustration, composition, colour theory, typography
- Corporate design, editorial design, advertising campaigns
- Communication, design and advertising theory, art history, elementary economics and law
- Printing technologies, pre-press and electronic image processing

As all classes are taught using laptops, owning one is mandatory.

We offer the following courses:

Higher Department

Requirements: successful completion of 8th grade (age app. 14 years) and entry test

Duration: 5 years

Degree: "Reife- und Diplomprüfung" (A-levels)

"Kolleg"

Requirements: "Matura" (A-levels) and entry test

Duration: 2 years

Degree: certified diploma

Master School

Requirements:

- Graduates from the Higher Department of Graphic and Communication Design
- Graduates from all "Kolleg" courses of the "Graphische"
- Graduates from similar institutions in Austria and abroad (good computer skills and fluent German required)

Duration: 1 year

Degree: Certified degree, excellent students are awarded a diploma.

Evening "Kolleg"

Requirements:

Matura (A-levels) or equivalent degree, nostrified if necessary.

Duration: 3 years

Degree: Certified diploma

For further information > www.artbox.at

Head of Department:

OSTR Prof. Mag. Klemens Sattler

Deputy Head of Department and Career Advisor:

OSTR Prof. Mag. Norbert Schröckenfuchs

Coordinator Special Projects and Laptop Classes:

Dr. Harald Begusch

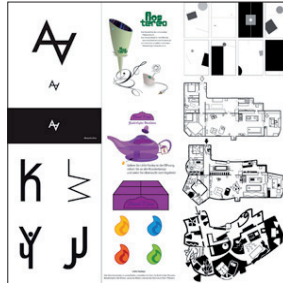
Course Contents

Dept. for Graphic and Communications Design
www.artbox.at, T: +43 (0)1 982 39 14 / 410

Federal Training and Research
Institute for Graphic Arts and
Media, Vienna XIV
1140 Vienna, Leysenstr. 6

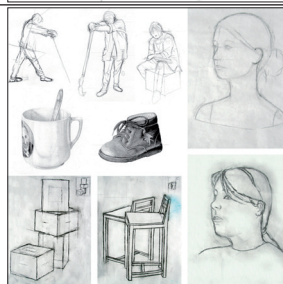
Basics:

- Theory
- Design
- Craft
- Techniques and technologies



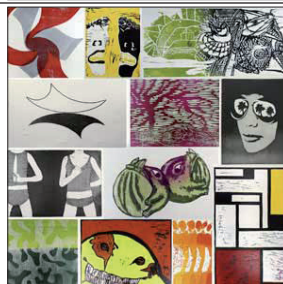
Representation and Composition:

- Drawing
- Painting
- Representation
- Composition



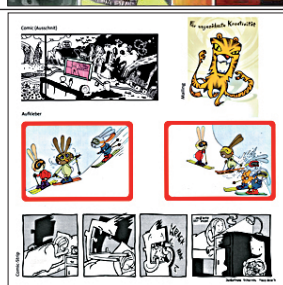
Original Graphics:

- Printing technologies
- Craft
- Interface to computer assisted layout



Media Technology:

- Computer basics
- ECDL
- Software
- Phenomenology
- Photographic technology



Kalligraphy

- Theory
- Historic fonts
- Rhythm, drive and gesture



Theory

- Art history
- Marketing and advertising
- Concepts
- Pre-press

Corporate Design:

- Monogram
- Logos
- Stationery
- Comprehensive solutions



Editorial Design:

- Book
- Newspaper
- Magazine
- Annual reports



Advertising:

- Direct mail
- Packaging design
- Advertising campaigns



Typographic Design:

- Theory
- Letters
- Microtypography
- Font design



Design and Communication

- Semiotics
- Formal vocabulary
- Phenomenology



Medientechnik:

- Computer Basic Knowledge
- Computer Driving Licence
- Software
- Phenomenology
- Photo Technology

