

EDUCATIONAL ACHIEVEMENT UNIT/LEARNING RESULTS UNIT				
<b>Name of Field/ Qualification</b>	<b>82-41-M/05 Graphic design</b>		<b>Level EQF</b>	<b>4</b>
	Art graphic designer (code: 34-017-H) Graphic designer for digital media (code: 34-045-M)			
<b>Name of Unit of Learning Outcomes/Outcomes of Learning</b>	<b>GRAPHIC DESIGN FOR MILK DRINK PACKAGING (TETRA PAK)</b>			
<p><i>Explanatory Notes:</i>                      Learning outcome/outcome of learning = a complex part of the qualification comprising of a set of learning outcomes, each being "acquirable" and assessable on its own</p>	<p><b>Task:</b> Create a creatively conceived graphic design for the printing of a 0.5L unfolded shell Tetra Pak for a milk drink. Also present the resulting design using visualization in a product photo.</p> <p><b>Objective:</b> The goal of the project is to create a functional graphic design for a milk drink package. The proposal should contain specific elements of the visual identity of the product, a suitable visual motif and all mandatory textual information about the manufacturer, the composition of the drink and nutritional values.</p> <p><b>Task Completion Schedule:</b></p> <ol style="list-style-type: none"> <li>1. Assigning exercises and explaining the purpose</li> <li>2. Research of the given segment of products and ways of their promotion</li> <li>3. Ideamaking – finding a suitable motive for a visual element and product identity (sketching, creating a moodboard)</li> <li>4. Realization and processing of the visual identity of the product and the central motif (work in graphic software)</li> <li>5. Application of elements to the unfolded shell, completion of all specific elements of the package, preparation of print data</li> <li>6. Preparation of the presentation and visualization of the final solution</li> <li>7. Submitting files to shared storage on the internal disk or the cloud</li> </ol>			
<b>Anticipated duration of execution:</b>	<ul style="list-style-type: none"> <li>• 36 hours (9 days) – theoretical preparation, practical activity, verification of acquired knowledge, skills and competences</li> </ul>			

Expected results / learning/education achievements are divided into:		
Knowledge	Skills	Competences / level of independence and responsibility and social skills
<p><i>(Knowledge acquired in the course of education, learning or experience, acquired and comprehended information (facts, theories, procedures, etc.), general or professional (factual).)</i></p>	<p><i>(The motor/intellectual ability of an individual to apply knowledge, materials, means and tools in practice (e.g. when performing a certain specific activity).)</i></p>	<p><i>(Such mental/sensory/motor qualities/characteristics of an individual as are a necessary prerequisite for the use of acquired knowledge and skills for the good performance of the required activity in a certain environment (work, study, personal) and under certain circumstances, e.g. interaction with people.) <a href="https://www.narodnikvalifikace.cz">https://www.narodnikvalifikace.cz</a></i></p>
<p><b>Learner is aware of:</b></p> <ul style="list-style-type: none"> <li>● basic principles of composition</li> <li>● composition of visual plans</li> <li>● the choice of font according to the situation of use</li> <li>● principles of ideamaking</li> <li>● software settings for both vector and raster graphics</li> <li>● principles of colour theory</li> <li>● ways to lay out the shell of a three-dimensional object</li> <li>● suitable digital file formats for final output</li> </ul>	<p><b>Learner is able to:</b></p> <ul style="list-style-type: none"> <li>● create a thematic area search</li> <li>● submit an idea of your own solution to the topic</li> <li>● choose the right technological procedure for working with vector and raster graphics</li> <li>● choose a suitable font and work with it appropriately</li> <li>● set the layout of the document</li> <li>● work with the appropriate software</li> </ul> <p>prepare files for submission</p>	<p><b>Learner is characterised by:</b></p> <ul style="list-style-type: none"> <li>● digital literacy and computer skills</li> <li>● independent creative thinking (adaptability, flexibility, ability to improvise)</li> <li>● ability to present ideas, analyze and solve problems</li> <li>● ability to work with information</li> <li>● dexterity</li> <li>● ability to plan and organize work</li> <li>● a sense of teamwork</li> <li>● technical literacy</li> <li>● communication skills and cultured speech</li> </ul> <p><i>Explanatory notes: Level of achievement:</i>  <b>E</b> - elementary  <b>I</b> - intermediate  <b>H</b> - high</p>

## Expected results of the learning/education – knowledge, skills, competences/level of independence and responsibility:

### Mobility participant will be able to:

- present independently developed proposals and possible solutions
- control graphics software
- prepare files for online publishing as well as printing
- work with information sources
- have communication skills, present independently

### Verification of unit learning outcomes/outcomes of learning:

Presentation of the video included with the oral defense statement.

## Showing of the correctly accomplished: result/output of the learning/education unit



Iceland  
Liechtenstein  
Norway grants



ŠKOLA  
MICHAEL