

# VISUAL COMMUNICATION: FROM BUSINESS PHILOSOPHY TO SOCIAL CONTEXTS

19 11 – 23 11 Klaipeda Culture Communication Center



November

## 19

**10.00–12.00**

*Exhibition Hall of Klaipeda Culture Communication Center (Didžiojo Vandens Str. 2)*

Open lecture *Development of Visual Communication: From Stone to Digit*

**Lecturers:** designers Eglė and Darius Petreikiai (Creative group *Mamaika*)

**12.00–13.00**

Lunch. Free time.

**13.00–16.00**

*2nd floor Hall of Klaipeda Culture Communication Center /Arts and Crafts Courtyard (Bažnyčių Str. 4)*

Presentation of the topic and assignments: *From Creation to Negotiation, or Ideas that Sell*

In creative workshops, projects of visual communication will be developed, both individual creative assignments and team role plays will be done, revealing the specificity of team work, its advantages and disadvantages, and developing communicative experience - teaching to present and justify one's creative ideas.

The workshop to be led by Eglė and Darius Petreikiai (Creative group *Mamaika*)

Participants get acquainted and divided into teams.

Discussion of creative assignments and the rules of the team role play.

Beginning of work in groups and the role play.

**16.00–17.00**

Attending exhibitions in a special excursion

November

## 20

**10.00–12.00**

*2nd floor Hall of Klaipeda Culture Communication Center /Arts and Crafts Courtyard (Bažnyčių Str. 4)*

Creative work in groups  
Individual consultations of the workshop lecturers, advice to the groups

**12.00–13.00**

Lunch. Free time.

**13.00–17.00**

Creative work in groups  
Interim project review  
Individual consultations of the workshop lecturers, advice to the groups

November

## 21

**10.00–12.00**

*2nd floor Hall of Klaipeda Culture Communication Center /Arts and Crafts Courtyard (Bažnyčių Str. 4)*

Finale of the creative role play  
Project presentation (Part 1)

**12.00–13.00**

Lunch. Free time.

**13.00–15.00**

Finale of the creative role play  
Project presentation (Part 2)

**15.00–16.00**

Discussion of the team results, comments of the participants

### NOTE:

**Participants of the workshops are to have:**

- basics of work with computer graphic applications (Adobe Photoshop and Adobe Illustrator and / or Corel Draw). Minimum practical experience in graphic design is an advantage.
- a laptop with appropriate graphic design programmes (desirable).

November

## 22

**09.30–10.00**

*2nd floor Hall of Klaipeda Culture Communication Center /Arts and Crafts Courtyard (Bažnyčių Str. 4)*

Open lecture *Design as Working Art*  
**Lecturer** Lina Jaruševičiūtė  
Acquaintanceship with the participants: a control question and participant introduction.  
Discussion of the day activities .

**10.00–11.30**

Design as the content of the contemporary world. Diversity of fields. Specificity of demand. Traditions and innovations.  
Practical assignments in groups of four: CHALLENGE, SOLUTION, REFLECTION.

**11.30–12.00**

Lunch. Free time.

**12.00–14.00**

Combination of creative expression and a well-considered function.  
Synthesis of an idea, expression, purposefulness of the means. GOAL. CRAFT. ART. EVERYBODY IS AN ARTIST, which does not mean that everybody has to be a professional designer.  
A creative assignment through reflecting on the current issues of Klaipėda

**14.00–17.00**

Practical assignments using DTG printer.

November

## 23

**11.00–13.00**

*2nd floor Hall of Klaipeda Culture Communication Center /Arts and Crafts Courtyard (Bažnyčių Str. 4)*

Open lecture – introduction *The Prospects of Graphic Design in the Context of the Milieu Shift*  
Discussion: questions – answers  
**Lecturer** Virginijus Bakas

**13.00–14.00**

Acquaintanceship with artists' digital tools (Adobe photoshop, Adobe Indesign, CorelDraw Graphics)  
Examples from theory and practice

**13.00–14.00**

Lunch. Free time

**14.00–17.00**

Practical assignments for the consolidation of theory.  
Presentation of the results, review.  
Discussion of the results, comments of the participants.  
Practical assignments using 3D and DTG printers.