
WEEKDAYS

DESIGN

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ABOUT THE FACULTY OF DESIGN

DR MARTA WIĘCKOWSKA
Dean of the Faculty of Design

**DR HAB. AGNIESZKA
MAŁECKA-KWIATKOWSKA**
Deputy Dean of the Faculty of Design

The Faculty of Design of the Academy of Fine Arts in Katowice is a vibrant didactic and research centre, in which designers and scholars merge theory and practice, research and education. They passionately and successfully develop a wide range of design disciplines: from graphic design, through visual communication and product design, all the way to multimedia, while diligently educating young adepts of design. All this takes place in user-friendly and well-equipped spaces, where students can master the traditional design methods – in a print shop or ceramic studio, as well as the modern ones – in the studios of film, sound, animation using VR technologies, or a model shop, enabling the state-of-the-art prototyping, including 3D printing.

The Faculty of Design teaches graphic design and industrial design in a two-cycle framework of studies. It develops workshop skills and the ability of conducting a design process at the same time. Our mission is based on socially-responsible attitudes and thinking towards functional solutions, which respond to the actual, and not created, needs.

The educational programme helps students develop intellectually and technologically in the areas prerequisite to work as a contemporary graphic designer (typography, photography, editorial graphics, multimedia, type, poster, web, illustration, multimedia, games and animation design) as well in industrial design (product design, ergonomics, ser-

vice design, visual information systems, usability and interaction research). The classes are based on research, broad theoretical foundation, but also focus on useful individual skills related to composition, spatial operations, drawing, painting and graphics. The work environment, undertaken subjects and didactic methods are dedicated to increasing students' intellectual activity and enhancing desirable personality traits, such as non-conformism, creative invention and activity, inquisitiveness and selflessness.

The dynamics of design as a profession requires constant updating of the programme and extending it by new methods of work and sets of skills. It is therefore important to conjure up in future designers the need for constant development and the openness to new phenomena, so that, as graduates, they could find their way in the changing reality, concerning both the way of working and the awaiting challenges. Frequently, a designer assumes the role of a coordinator, a moderator of an interdisciplinary team, merging the work of various experts into a cohesive project and supervising its implementation. This entails the necessity of shaping the openness to different points of view and the ability of understanding propositions put forth by other professionals.

In response to these challenges in 2019 the faculty introduce new educational programmes for the two-cycle studies:

- Programme Inclusive Design: Health and Social Well-Being prepares for designing connected with improving the quality of life and well-being. It assumes including the recipients in the design process in the area of services, interaction, design for medicine and actions enhancing social bonds.
- Programme Designing Reading Experience and Interactive Storytelling prepares for designing solutions connected with reading experience, that is, the analysis and understanding of content, communicating of ideas, concepts and solutions by means of universal story-telling techniques based on narration, interaction and time-based media.

The programme is dedicated to shaping designers, who will be brave and responsible in their attitude to creating the future, capable of predicting and recognizing the needs of contemporary and future generations, value work in interdisciplinary teams, focused on self-development and auto-reflection. Such an attitude is recognized and appreciated on the market, especially in the face of the challenges connected with aging societies, rapidly developing technologies which affect social changes, and overexploitation.

Today, Katowice is a design centre acknowledged on the map of Europe, also thanks to the Faculty of Design of the Academy of Fine Arts in Katowice, which constitutes a body of opinion, educates outstanding designers and is a desirable partner for public institutions and business. It undertakes innovative operations, such as a course in service design, advanced type design trainings, multimedia experiments, research into visual information systems and other. A great success has been the Design Silesia programme, co-organized by the Academy of Fine Arts in Katowice with numerous partners in its social and economic surroundings. This project supported the industry of design services by increasing the awareness of the role designers play in public and private sectors. For more than ten years, the Academy has organized events recognized on the European scale – design conferences and reviews: Agrafa, A Well-designed Book, Arts&Bits and Design 32 – the best design graduate projects of Polish artistic academies. Out of those, Agrafa comes to the fore as a platform of intellectual exchange gathering diverse opinions from experts from all over the world and international audience. The theme of each event refers to the role of design and current challenges posed by the changing world – social changes, technological development, even political situation. It is worth noticing that Agrafa is not only a conference, but also an international review of the newest student achievements as well as design workshops, unique for their subject matter and applied methods.

The exchange of opinions, experience and methodology translates into a real development of the Faculty. This has given rise to another initiative – Design na BezTydzień / Weekdays Design, a week offering students the opportunity to participate in a wide range of workshops conducted by experts of diverse design areas, the designers from the Academy as well as other places – invited Polish and foreign guests.

DIZAJN NA BEZTYDZIEŃ / WEEKDAYS DESIGN

DR HAB. ANNA KMITA
Design Fundamentals Studio

In the Silesian lect „beztydzień” stands for weekdays. Design na BezTydzień / Weekdays Design are workshops organized by the Faculty of Design of the Academy of Fine Arts in Katowice, where students are accompanied by design from Monday to Friday, participating in workshops carried out by Polish and foreign experts, academic teachers, representatives of design studios and business. For a week, we change the fixed timetable for a workshop mode and meet at full-day intensive courses, dedicated to broadening and improving design competence and working in interdisciplinary teams.

This event aims to exchange good practice, open to the newest technologies and design methods, complement the didactic offer by unconventional, interesting notions. The important thing is the form: teamwork, which encourages more openness and communication and therefore helps achieve another quality.

From an extensive offer, students choose workshops and lectures broadening their interests and facilitating individual development. An additional value is the integration of students, who have a chance to work in interdisciplinary teams.

Design na BezTydzień / Weekdays Design 2018 is the third edition of meetings organized in this formula. Over the

last three years, we have welcomed experts in the areas of medical equipment design, ergonomics, 3D printing, type design, natural dyes, photography, illustration, virtual reality, user experience and many more.

“Let’s take care of each other” was the keynote of the workshops and lectures in the area of design, focussed around the notions of print design, visual communication, interaction and multimedia. It was complemented by a special design introduction programme, dedicated solely to the first year students. Every day, there was time allocated to open lectures, given by the invited guests in the screening room. The event was held from 12. to 16. November.

FIRST YEAR



FIRST YEAR WORKSHOPS

The workshops organized for the first-year students referred to the fundamentals of modelling and construction. In the modelling studio, the participants, supervised by the workshop leaders from the Faculty of Architecture and Design of the Academy of Fine Arts in Gdańsk, produced unusual objects. The analysis and interpretation of principles of physics and mechanics, as well as their creative application, resulted in student designs of unconventional time measuring “devices” (workshop *Time Machine*, leaders: dr hab. Piotr Mikołajczak, Mirosław Rekowski, MA).

The students starting their work with photography had an opportunity to learn about the specifics of working in a photographic studio on the workshops: *Introduction to Portrait and Still Life Flash Lighting in the Studio Conditions. RAW Files Edition in the Adobe Lightroom programme* (leaders: dr hab Piotr Muschalik, Prof. AFA, Michał Jędrzejowski, MA, AFA in Katowice).

Another meetings prepared with the first-year students in mind focussed on workshop skills: presentation drawing and calligraphy. Working in groups, students were designing a drawing concept of a new generation airport rescue vehicle (*Presentation Drawing*, leaders: Michał Latko, MA, Kinga Pawlik, MA, AFA in Katowice).

The participants of calligraphy workshops had an opportunity of learning about the basic calligraphic tools and techniques. The workshop leaders presented diverse styles and variations of calligraphic scripts, and the final task was designing one’s own monogram to a given format using the acquired skills and knowledge (*Calligraphy*, leaders: Marek Markiewicz, MA, Filip Ciślak, MA, AFA in Katowice).

dr hab. Anna Kmita

DR HAB. PIOTR MIKOŁAJCZAK

Academy of Fine Arts in Gdańsk

Co-leader, with Mirosław Rekowski, MA, of workshops *Time Machine* for the first year of industrial design during Design na BezTydzień / Weekdays Design 2018

Let's take care of each other was the claim of the workshop week 2018 – would you like to respond to it?
It is a very important claim. If not us, then who?

What is the value of the workshop formula?

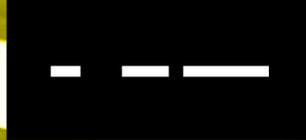
The workshop mode is a valuable experience for students and workshop leaders alike. Workshops last a few days, have a rigid time frame and detailed objectives, which mobilizes to intensive work. It is therefore possible to achieve, over several days, results that take much longer during the regular studio work.

Students benefit from the dynamic design decision-making while working on the workshop theme. Decisions must be fast and equally fast will the participant see their consequences. The workshop mode allows them to gather experience in the accelerated course of design process.

What are the most valuable outcomes of your workshop both for you and the students?

A great advantage is meeting students with whom you do not work on a daily basis and you do not have the complex relationship connected with everyday education process. This gives the opportunity of testing your didactic methods under more latent conditions.

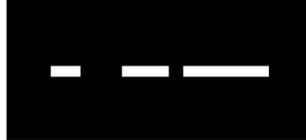




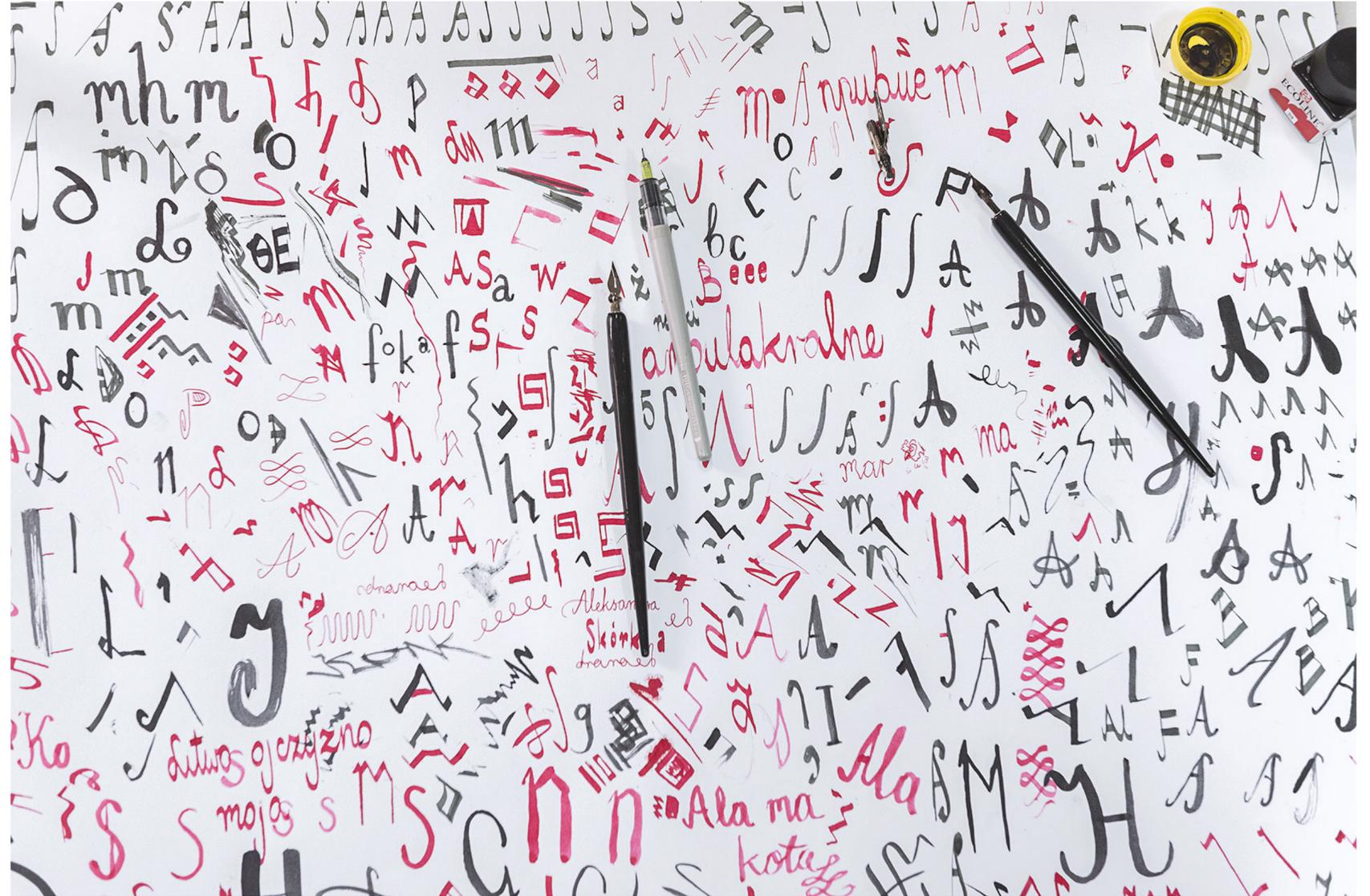
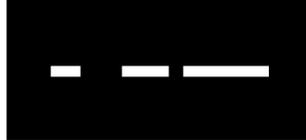
For students, it may be interesting to meet teachers who apply a different methodology, enriching their perception of studies in general.

The AFA Katowice... (please share your association)

I associate the AFA in Katowice with skillful organization, great working space, very engaged faculty and students. Also, with warm, friendly attitude towards invited guests.







PRODUCT



PRODUCT

The group of workshops connected with the broadly taken product design has always been very popular among the participants.

This year we have invited a specialist in the area of public space design. In his workshop *Neighbours' Corner: Local Place to Meet the Community Fellows*, Matej Nikšič presented the ways of co-creating public spaces in the suburbs and other “difficult spaces” – places, in which it is possible to intervene/interfere to revive the space and facilitate contacts among residents from various backgrounds. The workshop introduced the criteria of urban space quality assessment, strategies of identifying groups of users and their needs, and its final product were prototypes of developed solutions.

In her workshop *Design Fictions: Complex Futures of Care*, Iohanna Nicenboim encouraged speculation about the future of care, from care technology to interaction with robots and artificial intelligence. It was pondered: How can automatization and algorithms affect our ability to provide care? How to create designs to be both responsible and valuable to the users? Design fiction was the tool of research and discussion about the social and cultural implications of technology in care. The participants became familiar with the techniques of critical and speculative design, such as diegetic prototypes, interaction metaphors and storytelling.

Another workshop: *First Aid Design – AED Defibrillator Study* was carried out by Jan Buczek, MA, from the Faculty of Design of the Academy of Fine Arts in Warsaw. There was conducted a design process of a medical device for automatic heartrate analysis and recovering its regular activity. It resulted in a presentation of a functional and user-friendly object as a form study, finalized with working mock-ups in replacement materials to 1:1 scale.

Within the workshops organized with the WISS company, the participants, divided into design teams, were asked to create a concept of a zero-emission new generation airport rescue vehicle, based on the provided initial data. The workshop was preceded by a presentation carried out by a WISS employee and the Academy lecturer, Agnieszka Fajak, who described the company's scope of activity and the main requirements to be met by current special vehicles (*Concept of a Multi-purpose Vehicle to Support Rescue Operations*, leaders: Michał Latko, MA, Kinga Pawlik, MA).

The students also had an opportunity to see the presentation of an age simulator Age Explorer, testing and experiencing firsthand the suit simulating movement restrictions (*Presentation of Novelties in Furniture Fittings, Workshop with Age Explorer*, leader: Robert Surma / Blum Polska), learning the process of casting silicone forms and producing one's own casts in polyurethane resin (*Material Workshops – res-*



PRODUCT

ins and silicones, leaders: Łukasz Zatorski / TR Solution, Mateusz Ignalski), and becoming familiar with technological and material possibilities of a ceramic studio, obtaining basic information about porcelain, porcelite and stoneware materials science, completing an assignment using gypsum and ceramic slips as well as modelling clays (*Ceramic Workshop – Introductory Course*, leader: Bogdan Kosak, AFA in Katowice).

DR MATEJ NIKŠIČ

Architect and urban designer,
researcher at the Urban Planning
Institute of the Republic of Slovenia
(UIRS)

Leader of workshops *Neighbours' Corner: Local Place to Meet the Community Fellows* during Design na BezTydzień / Weekdays Design 2018.

Let's take care of each other was the claim of the workshop week 2018 – would you like to respond to it?

For me as an urban designer it was a challenge to prepare a meaningful 3-day course for the students of design. Urban design is embedded into a rather complex framework of urban planning and all its physical, social and economic determinants which I feared would be too complex to address in a short workshop. Thus we started with each participant's own experience with her/his living environments and gradually added urban-design contents. The students were motivated and greatly combined and applied their previous knowledge to the tasks given within the workshop. The main aim of the workshop was to make them aware that any design intervention into a (semi-)public space will have consequences for its users, so they shall be invited and included into a co-design processes. Through the discussions it was made clear that the students grasped this message, while there was still room to develop the final product further if there had been more time at disposal. For me as a tutor, the discussions with the students were precious because I rarely have an opportunity to discuss urban-related matters with design oriented mindsets – and students, with their open-minded and unorthodox thinking, were great interlocutors.

SOCIALISATION IN PUBLIC SPACE

supportive

- fence (safety)
- clean space (no litter)
- graffiti (welcoming)
- landscaping

un-supportive

- parking ⊕
- fence

Ns'C-RATIONALE

GOAL

• FLEXIBLE TO MEET THE NEEDS A ROBUST-ENOUGH FORM THAT

HOW TO BE ACHIEVED

- RESPECT EXISTING BEHAVIOUR PATTERNS
- COMPREHENSIVE APPROACH - UNDERSTAND THE WHOLE NEIGHBOURHOOD
- "THEMES" - STRUCTURE

SOCIALIS

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What is the value of the workshop formula?

The workshop allows students to challenge their knowledge gained through the regular study programme within the concrete tasks given during the workshop. They are also forced to show their project management skills – in order to fulfil their tasks within a short time, they have to organise their activities in a most effective way. They also practice team work and public presentation skills. Above all, the workshop is a step out of their study routine, they get challenged by the professionals outside the faculty, which inevitably broadens their horizons. The workshop formula has a high value for the tutors too – it challenges them with setting up some tasks within the broader socially-relevant goals in order to illustrate to the students the meaning and the value of the knowledge they are gaining through the study process.

What are the most valuable outcomes of your workshop both for you and the students?

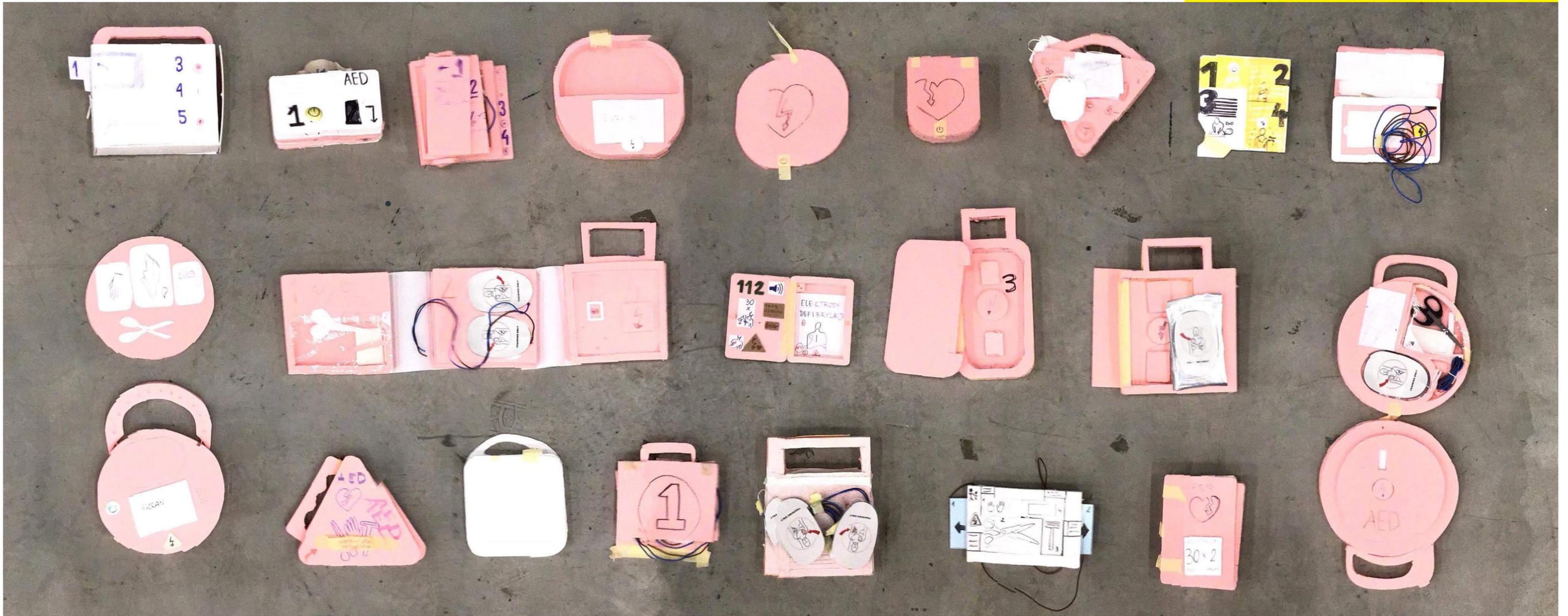
More than in the final product itself, I find value in the whole workshop process (from common definition of concrete tasks through developing the project idea and some concrete solutions at the end) which enabled us all (the students as well as myself) to switch the roles from professionals to citizens and back, and thus consider the important roles that the professionals play in the co-design processes of the urban environments. Hopefully, the students

saw value in this and would apply the people-centred design in their future projects too.

The AFA Katowice... (please share your association)

I was thrilled with the positive energy of the faculty team that I had a chance to meet – it was clear to me that the team members are motivated to provide a good study programme and a positive learning experience to the students. Additionally, the very good facilities (e.g. the faculty's model-shop) are something that makes AFA stand out. My general experience of Katowice was very nice, the city has a good basis for the future development, I will gladly pay a visit again when an opportunity arises.











 **VISUAL
COMMUNICATION**



VISUAL COMMUNICATION

Editorial design and type design is a showcase of the Faculty of Design in Katowice. Martin Majoor is a Dutch designer of books and typefaces, including the reward-winning Scala, which is now considered a “classic” among the first digital fonts. For our Academy, he has conducted workshops connected with typography; this time: *Designing a Sans in Two Days*. Its participants obtained skills in calligraphy, type design, verifying and evaluating their own designs.

In turn Rob Weller, director of Simplification Centre and president of the International Institute for Information Design IIID, carried out workshops connected with improving the legibility of public documents. Students learned how the graphics reand typography can facilitate the reception of information. They worked on real-life examples and improved them so that the new solutions could be presented and convince institutions to use the redesigned templates.

The Words – second (revised) editions – dramaturgy workshop, conducted by dr hab. Grzegorz Olszański (University of Silesia) and dr Magdalena Nazarkiewicz (AFA in Katowice), was dedicated to students interested in creating graphic novels, shaping their own literary and artistic worlds, searching for creative inspiration in the world of letters.

dr hab. Anna Kmita



ROB WELLER

Director of the Simplification Centre,
president of the International
Institute for Information Design IID

Leader of workshops *Transforming
Information for Citizens* during
Design na BezTydzień / Weekdays
Design 2018.

Let's take of each other was the claim of the workshop week 2018 – would you like to respond to it?

This is a great claim – students and staff learning from each other.

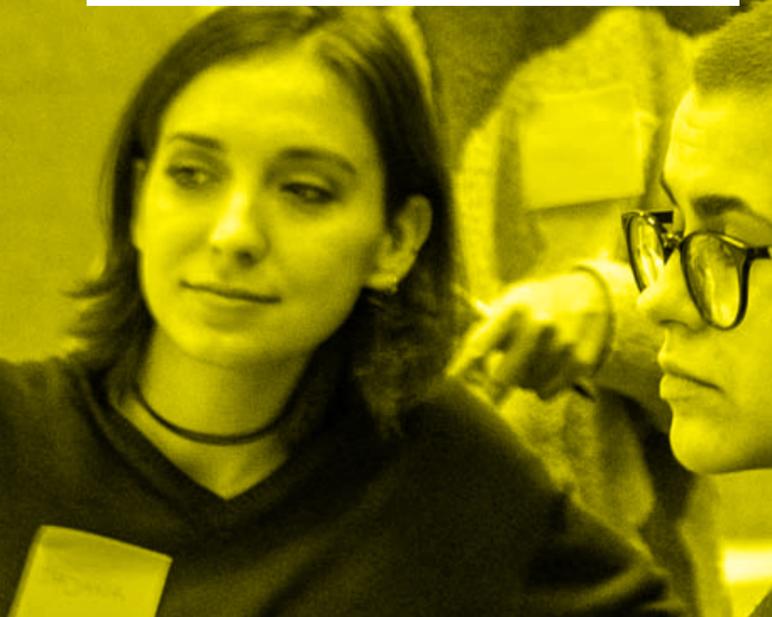
What is the value of the workshop formula?

I would have loved to take part in this when I was a student, many years ago... It can be difficult to see your course in a professional context, and the students can meet a wide range of different people, from different countries, as well as from other cities in Poland. The format gives enough time to get to know each other, and is much better than just a lecture.

The staff will also get ideas and inspiration from the visiting teachers. They are not isolated but feel part of a wider community.

What are the most valuable outcomes of your workshop both for you and the students?

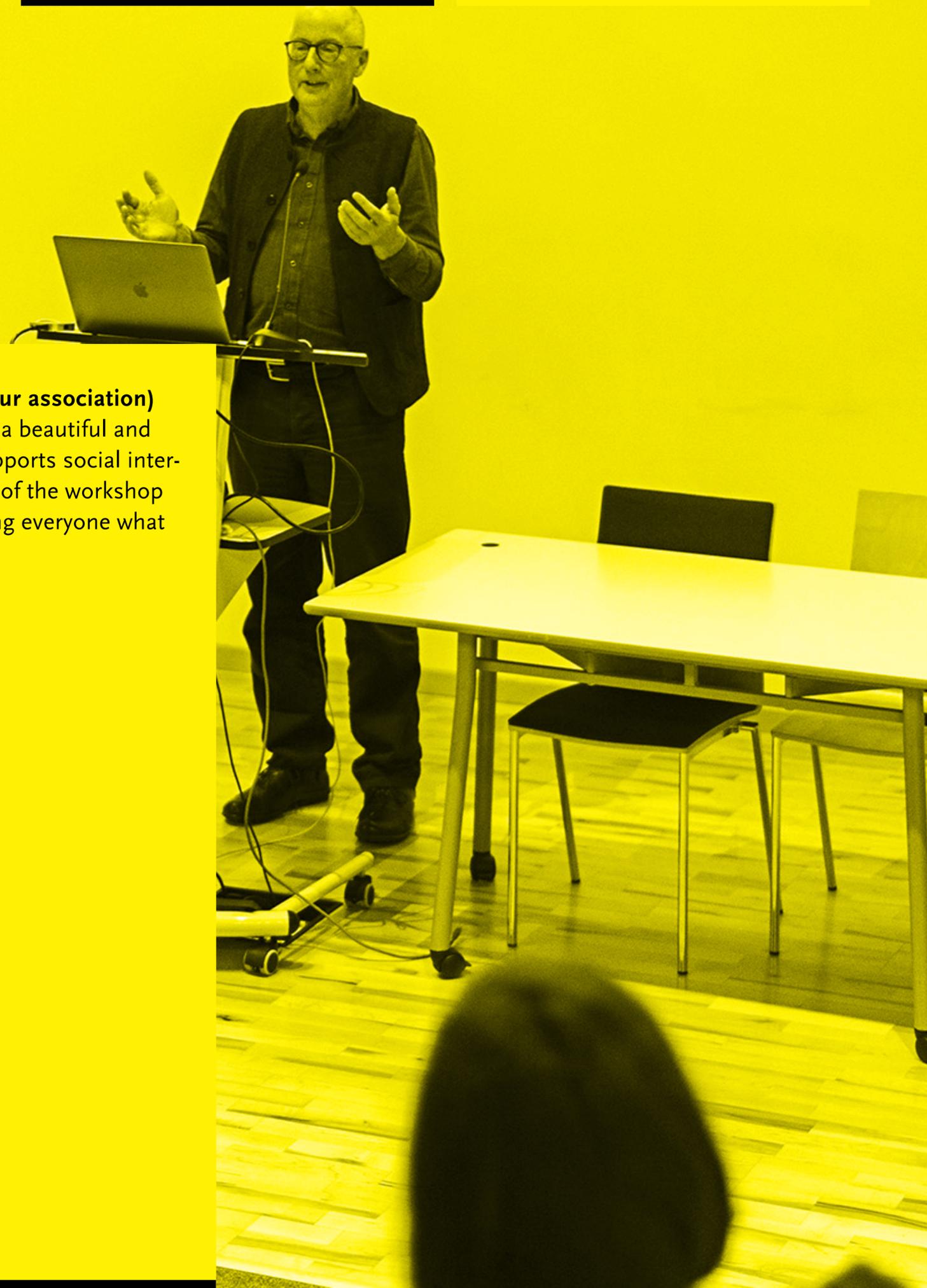
I hope the students gained some new insight into my specialism, information design. It's not always the most glamorous part of design, but we tackle real problems of social importance, and I enjoyed working with them very much.





The AFA Katowice... (please share your association)

The AFA Katowice is very impressive – a beautiful and functional modern building, which supports social interaction and teaching. The organisation of the workshop week shows leadership, and I am telling everyone what a great place it is.







 **MULTIMEDIA**



MULTIMEDIA

The group of workshops related to multimedia focussed on video projects, game design, multimedia installations or performances using specialistic software.

Ronnie Deelen, lecturer of the Royal College of Art in London, sound scripts and rhythmic experiments by means of a modular synthesizer. Conducting the workshop *Noise against Noise*, he joined the participants in building white noise generators and observing the ways of its control and application. The projects to which he invited the students are acoustic experiments related to modular synthesis, electronics, sound design, audio-visual interactions and physical calculations.

Procedural Methods of Creative Work in TouchDesigner were presented in the form of lectures and workshops by Piotr Wojtczak, a freelancer who designs and creates animations, plays synthesizers, co-created the audio-visual project *Modulartelevision*, merging his passion for audio and video synthesis.

The programme of *Fusion* workshops, which included composition of motion pictures, creating special effects, rotoscoping, motion tracking, stereoscopy allowing to put two- and three-dimensional images together, was carried out by dr hab. Piotr Welk, Professor in the Chair of Multimedia of the Academy of Fine Arts in Warsaw.

Unreal Engine 4 was a lecture and workshops in the construction of light conducted by Aleksander Caban, MA, AFA in Katowice, an expert in creating games and artistic experiments by means of virtual reality. How does light work in Unreal Engine 4? How to correctly prepare models for lighting? What are the possibilities of dynamic lighting in the game engine? These and other questions were discussed by workshops participants.

One of the most difficult issues an animator may come across is providing the film characters with authenticity by means of speech and facial expressions. How to employ contemporary technology to accelerate the make-up process and develop individual features of a character or directly transfer the acting style onto it? Students learned about it during the *Faces and Speech in 3D* workshops, carried out by Michał Rodziński from the Academy of Fine Arts in Katowice and Grzegorz Łukawski, actor of the Słowacki Theatre in Krakow.

Self Publish, Be Happy were workshops focussed on working with photographic sequence, collaboration between a photographer and a designer as well as the connections between image and text in photo books. They included the notions of analysis and editing of photographs, building a narrative, typography, selecting the paper and designing other physical aspects of a book, such as modern book-binding solutions (leaders: Barbara Kubska, MA, Katarzyna Wolny, MA, AFA in Katowice).

dr hab. Anna Kmita



PROF. BOGDAN KRÓL

Animation and Computer Games
Studio

The Animation and Computer Games Studio conducted two competence-extending workshops in the area of multimedia for students. One referred to face and speech scanning, while the other involved a lecture and workshops on lighting construction.

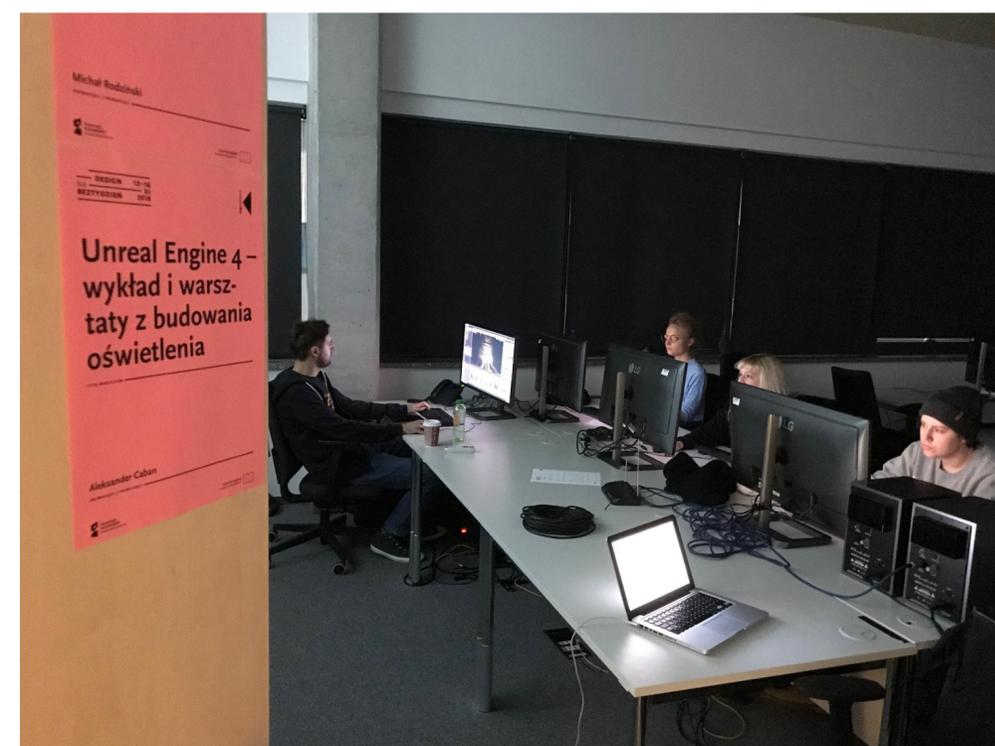
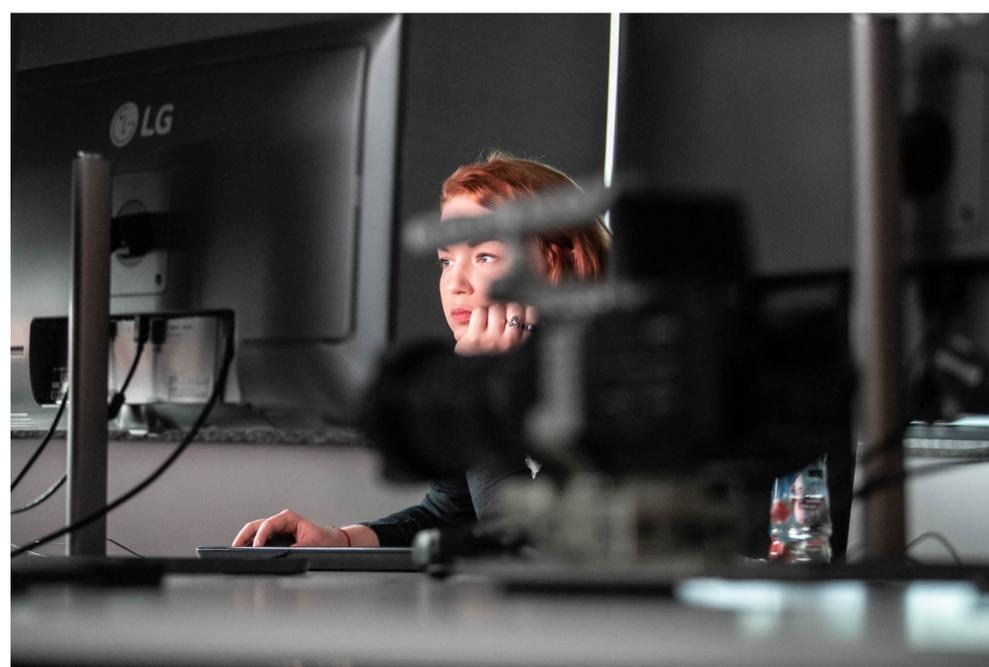
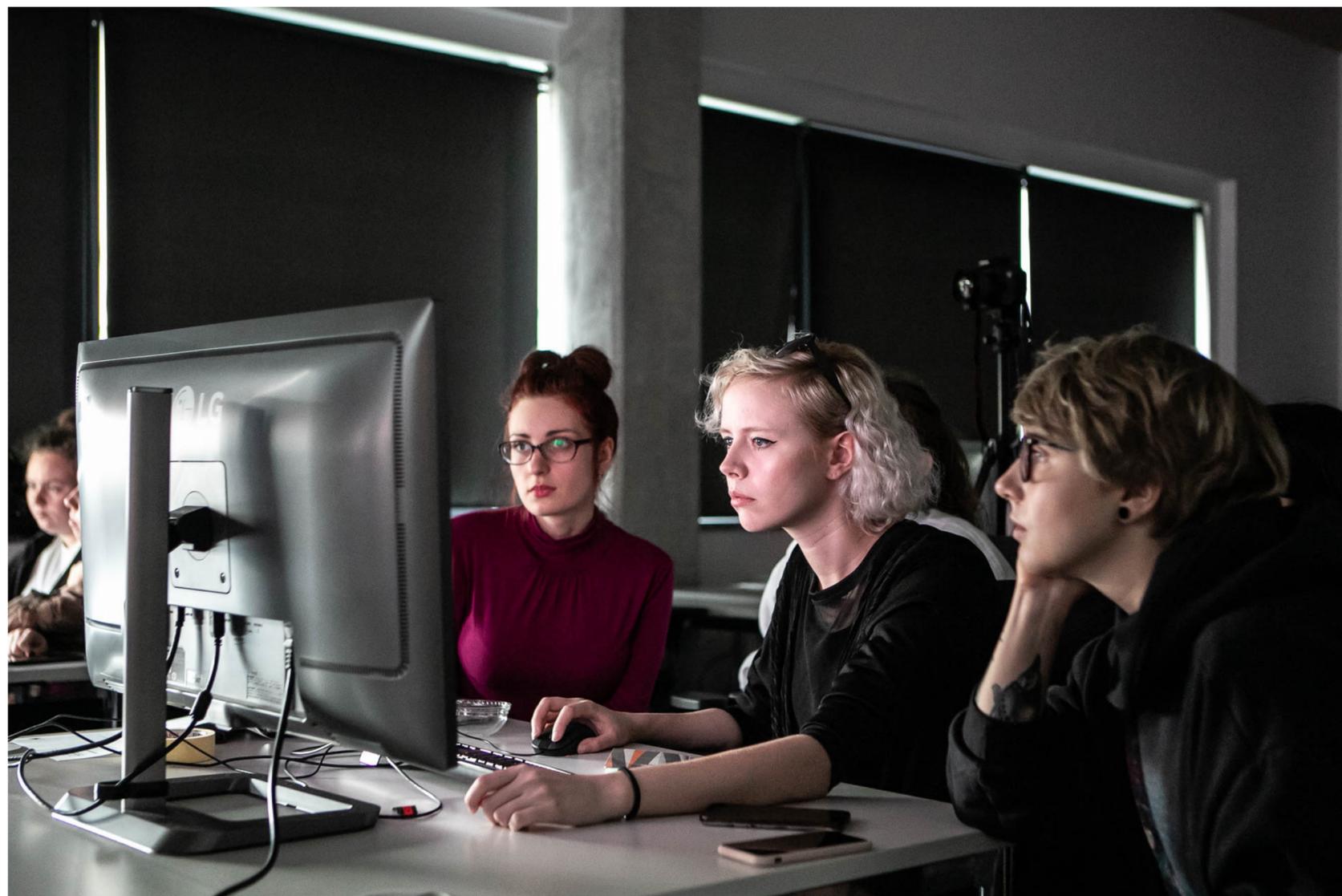
Within the face and speech scanning workshops there were conducted classes with a professional actor. The lecture referred to the ways of producing characteristic facial expressions, corresponding to emotional and mental states or involved in pronunciation. In multimedia, animation and computer game design the notion of acting by means of facial movements is very important to the adequate transfer of emotions and creating the synergy with imaging and sound. The participants had an opportunity to become familiar with the basic acting skills and the methods of exaggerating gestures and facial expressions. In the second part of workshops, students learned about the newest technological possibilities of scanning by means of unique Dynamixyz set and merging the recorded image with a 3D face model in real time. The presented tool is used in the film and computer game industry for creating characteristic facial expressions and merging the face movements with corresponding pronunciation of particular words.

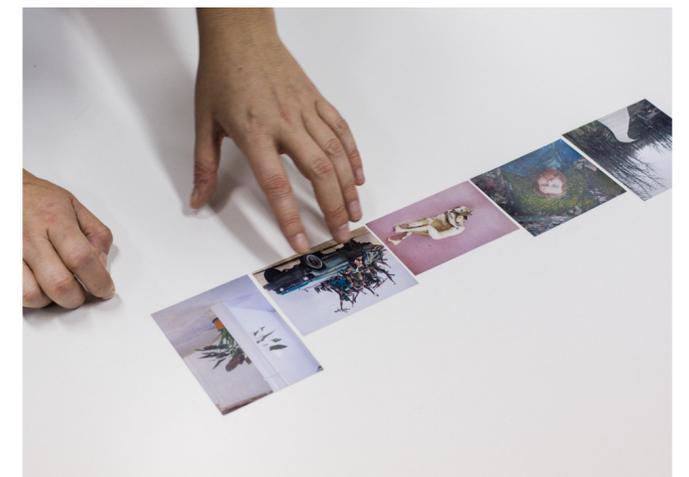
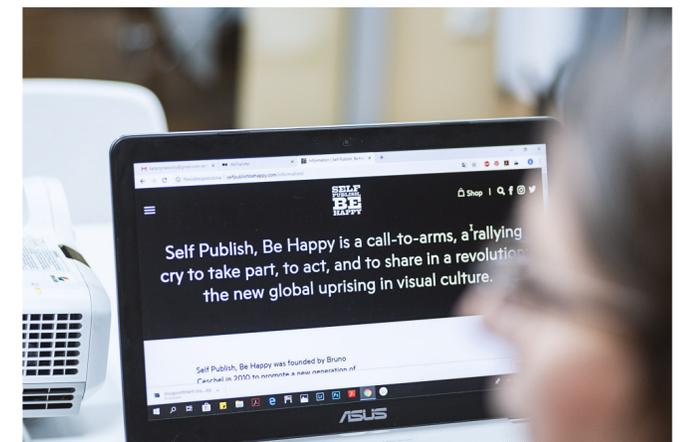
The participants of *Unreal Engine 4* workshops became familiar with possible applications of modules for creating

lighting, simulating given situations for the purposes of designing characteristic 3D locations. Learning about a matrix producing various light effects on the matter, it was possible to create specific atmosphere of designed location compositions and analyse the light process resulting from different types of light cast on virtual objects.

Unreal Engine is a game engine produced by Epic Games. Originally used for games, it also found application in film and animation. It is a perfect tool environment for creating gameplays in the virtual reality, maintaining complete simulation of all phenomena, making up materials, textures and lighting. All this, along with its high technological level, encourages many game makers to use Unreal Engine for visualisations and virtual animations.







 **INTERACTION**



INTERACTION

In the *Interaction* group of workshops there met diverse design themes.

Empathy in Design, User Experience Reserach in Practice was a workshop carried out by Małgorzata Fajger (sociologist and user experience researcher) and Wiktoria Łucarz (designer, who teaches how to conciliate coding and design) of Edisona company. Application design is a process requiring learning about the needs, preferences, and often also emotions of the users. How does one prepare for this? Research involving the users is a vital stage of projects. During the workshop, participants were informed about the types, application and basic methodology of social studies.

Creative coding were the workshops referring to coding for those curious about the new face of programming conducted by Wiesław Bartkowski and Krzysztof Goliński – advocates of creative, expressive and generative coding, focussed on creating interactive messages, installations and objects.

In Pursuit of Well-Being – Positive Psychology for Designers was presented to students by dr Patrycja Rudnicka (University of Silesia). Positive psychology, contrary to the traditional one, explores the areas of human growth and development. The workshop aimed to make the participant familiar with the idea of positive psychology and the pos-

sibility of using its methodology at different stages of design process. The notion of positive experience was defined, along with the potential of it being supported by design.

Prototype. Quick Construction of Digital Product was carried out by Paweł Capaja and referred to practical knowledge related to creating project vision, interface components, mock-ups and a prototype.

Scrum as the Way of Agile Product Construction (leader: Iwona Franke) helped the participants discover the Scrum framework and Agile practices.

Workshop: The Word Is a Maker's Tool – Care to Be Understood (leader: Hanna Kostrzewska) helped students in project descriptions and prepared for efficient promotion of creative activities by means of written word.

The classes: *Violence-Free Feedback Communication* (leader: Patrycja Wala) made the participants aware of how feedback facilitates self-developmnet, education, as well as the contact and relations in a team.

dr hab. Anna Kmita



DR PATRYCJA RUDNICKA

University of Silesia

Leader of workshops *In Pursuit of Well-Being – Positive Psychology for Designers* during Design na BezTydzień / Weekdays Design 2018.

Workshops

Within workshops, I had the opportunity to provide students with basic knowledge about positive psychology and its techniques – the area of psychology offering many possibilities in reference to “taking care of oneself” as well as “taking care of others,” in this case – the recipients of design. Such was the course of our workshops – we were dealing with our well-being and the ways of accounting for it in the design process and the design itself.

Positive psychology concentrates on human developmental abilities, our well-being and happiness, but also disposes of tools facilitating practical implementation of its assumptions. Therefore, beside learning about various methods of work and theoretical models allowing to introduce positive-psychology interventions in projects, the participants had a chance to work with their sense of well-being by means of concrete exercises.

The workshops focussed mainly on small tasks, as I wanted to show students the variety of perspectives that can be taken at the notion of facilitating well-being with design. Gradually, we moved from learning about concepts to developing ideas of how to apply them in particular designs. Thus, in the first part we identified the factors that could support well-being (e.g. positive emotions, autonomy, en-

gagement) in order to carry out, in subsequent exercises, the analysis of influence that given features of design have on well-being, and finally introduce particular solutions into projects with the purpose of enhancing well-being.

During the classes I made use of two frameworks: “Positive design” of Desmet et al. (2013) and “Positive computing” of Calvo and Peters (2014). I think becoming familiar with them was valuable to the students, because these frameworks are not common in Poland. The workshop mode, enabling me to dedicate more hours to the ideas of positive psychology, constituted a value in itself – within regular classes it would be more difficult to explain and test such a body of knowledge. Also the very workshop process connected with teamwork, problem solving and presentation of results allowed to develop skills necessary to AFA students. I think that the workshops let me convince the participants that well-being can and should be designed. In the post-workshop feedback – provided by c. 40% of participants – students indicated the applicability of the obtained knowledge in their professional as well as private lives.

Interdisciplinary collaboration

Psychology is an applied science, and the results of its research should drive operations connected with creating experiences of many people. Every possibility of interdisciplinary



collaboration between psychologists and industrial designers is a chance of creating better solutions for others.

The knowledge from the area of psychology is especially important to the students of industrial design, as it allows them to complement their potential of empathy, sense of observation and sensitivity with concrete knowledge and tools, which can improve the results of almost every stage of design. Contemporary design increasingly entails introducing changes to human behaviour and in this respect the fundamental knowledge of psychology is simply indispensable, not only due to improving the results, but also in order to avoid mistakes originating from erroneous assumptions as to why people behave in a certain way. Also product experience is closely related to the specifics of human cognitive processes, emotions, values. Being familiar with people's capabilities, limitations and needs can therefore enrich the design solutions, and going beyond usability and ergonomics – diametrically change how the users experience the product. Psychology helps to better understand others and oneself. This last element of expanding one's knowledge of psychology is important to the education of persons who should develop not only their creative abilities but also dispose of an extraordinary level of skills in the scopes such as communication, collaboration or enterprise.

Moreover, disciplinary collaboration provides students and workshop leaders with the opportunity of looking at their discipline from a different perspective. Confrontation of one's own habits, convictions and, sometimes, excessively routine use of the language with students' perspective, their different understanding of certain terms and assumptions of psychology, is a great indicator of the blind spot of our speciality. Interdisciplinary workshops are always the moment I clearly see the significance of communication process and presenting the notions characteristic of my field in a comprehensible and useful manner. As this becomes evident in the workshops, the participants obtain even deeper insight into the specifics of team and interdisciplinary work.





**DESIGN
IN PRACTICE**



IN PRACTICE

The group of workshops “In Practice” is the effect of direct collaboration with the partner companies of the Academy.

The eSky group is the largest on-line travel agency and the sales leader of touristic services in Central and Eastern Europe. *How to Visualize User Experience?* was a workshop on Journey Mapping technology carried out by Krzysztof Kaiser, the eSky expert in the area of the newest technologies and travel. Experience mapping is a process of visualization of complex interaction of a person with the product. The User Experience team test, design and provide analyses to design solutions, in close collaboration with programmers as well as the business, coining their goals and expectations into projects, mock-ups and prototypes of services.

AQForm (Aquaform Lighting Solutions) is an award-winning Polish brand, whose portfolio includes modern lighting fixtures. The meeting *Basics of Using OLED Technology in Projects* discussed the process of new product making in practice – from conceptual project to mass production (leader: Marcin Borowski, manager of R&D department, AQForm).

Truth of Dare is the proposition of a design collective Musk, co-founded by Silesia architects Józek Madej, Katarzyna Sąsiadek and Weronika Kiersztej.

What is graphic designer’s job in adult life – from park ticket design to all-Poland author’s product? Based on case studies, the young designers used their own perspective to lead students through the design process.

Copyright Law in Graphic Designers’ Creative Activity or Copyright to Artpieces. (leader: Prof. Katarzyna Grzybczyk, University of Silesia) was a practical workshop preparing students to analysing and constructing copyright contracts and licence agreements.

dr hab. Anna Kmita



DR AGNIESZKA FUJAK

The main designer of the WISS company for 8 years. Head of design department.

Coordinator of workshops *Future Special Vehicles* during Design na BezTydzień / Weekdays Design 2018.

I had a unique opportunity of taking part in BezTydzień both as a workshop coordinator and a representative of the WISS company. It is an extraordinary experience. In WISS, we have held apprenticeships, collaborated with design departments and executed graduate projects for years. It is a special kind of collaboration for both sides. Very demanding.

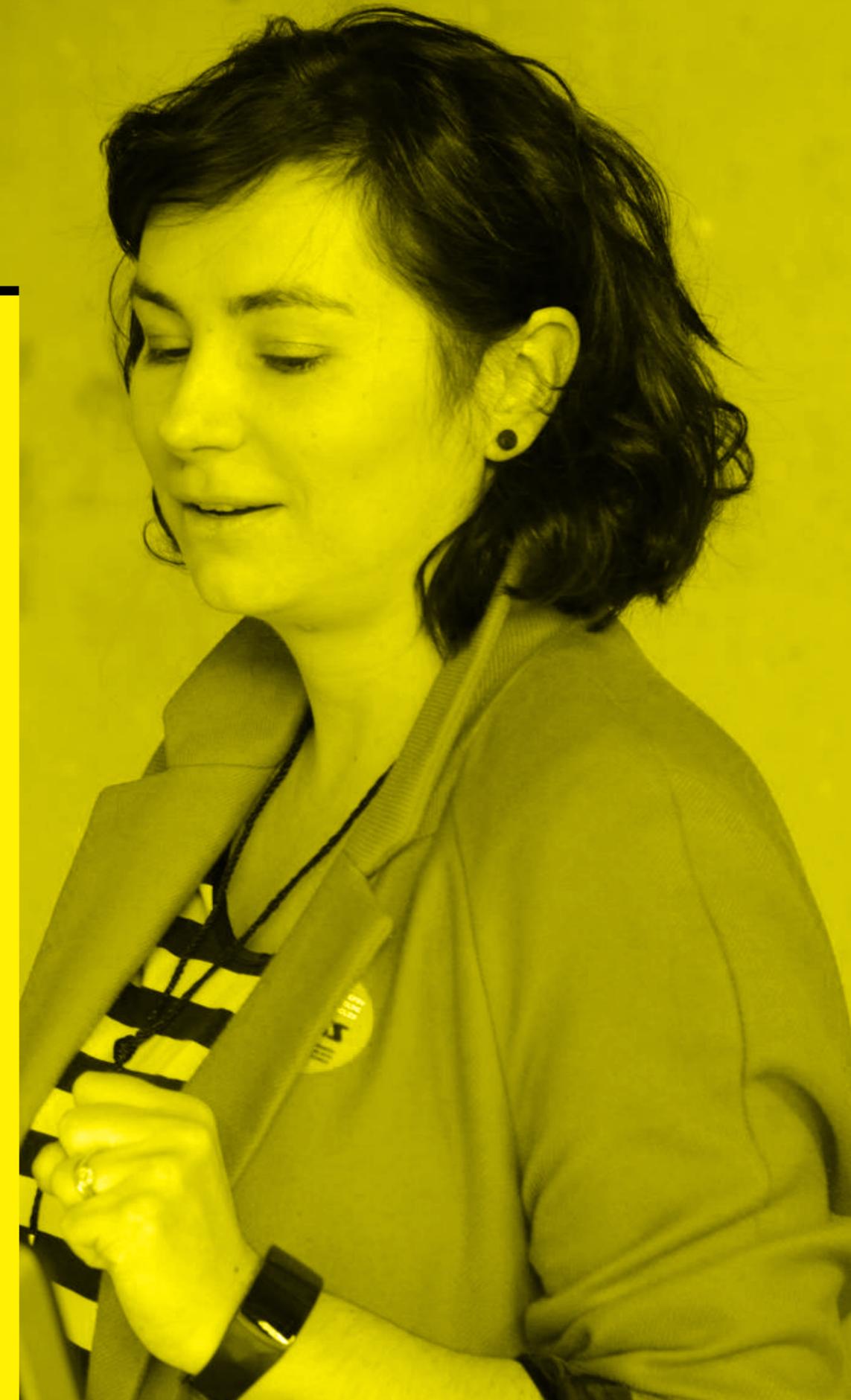
Let's take care of each other was the claim of the workshop week 2018 – would you like to respond to it?

I think that the very participation of students in this event is nothing else but “Taking care of oneself,” and surely of one's future.

What is the value of the workshop formula?

To a large extent, the workshop mode resembles working in real, industrial conditions. Rarely, if ever, do we get a chance to develop projects over a semester (3–4 months). Therefore, the day-to-day work dynamics and the necessity of consulting various experts is a lot like workshops.

The offer and spectrum of BezTydzień workshops is extensive. As a participant, I would have quite a problem choosing particular workshops without regretting not joining another. The wide range of subjects is a great opportunity of verifying the level of students' design devel-





opment, focusses the vital problems, indicates the most desirable themes, which obviously allows for flexible construction of educational programme. In a relatively short time, students develop their skills and have a chance to confront them with the system of work presented by different workshop leaders. During study time, such experience is precious.

The key element accompanying workshops is the necessity of working in groups. This system enforces brainstorming, exchange of opinions, and rebounds as an introduction to matter-of-fact discussions and expressing one's views. It is very important, especially to people entering the labour market.

What are the most valuable outcomes of your workshop both for you and the students?

BezTydzień will surely become a permanent position on our company's calendar. In other words: an intensive week filled with work, new contacts, knowledge and opportunities of extending one's portfolio.

The AFA Katowice... (please share your association)

Unique atmosphere, openness and attachment to the region. And the fragrance of coffee.





KRZYSZTOF KAISER

Digital products designer. Organizer of the cycle of lectures and workshops *UXUp!* Winner of the Good Design award in the Service category.

***Let's take care of each other* was the claim of the workshop week 2018 – would you like to respond to it?**

I would like to respond to this claim in the context of designer's work. I think that "taking care" of oneself refers mostly to taking care of one's self-development. To me, it means using new methods and facing design challenges from beyond my speciality.

What is the value of the workshop formula?

First and foremost, workshops are a great, appealing tool of learning teamwork. They increase engagement and facilitate the exchange of information among the participants. I have also noticed that workshops build the sense of co-ownership and responsibility for the designed product.

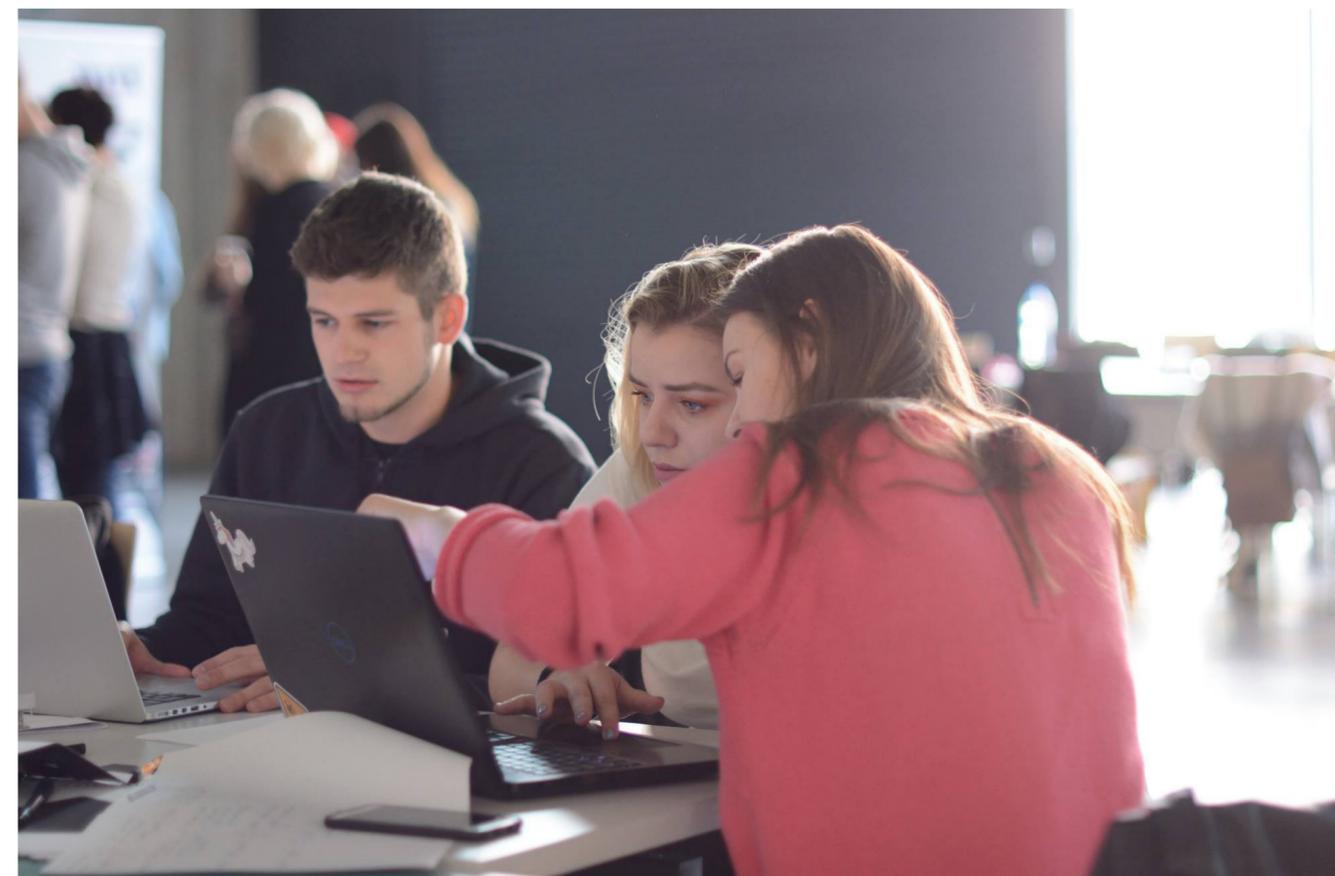
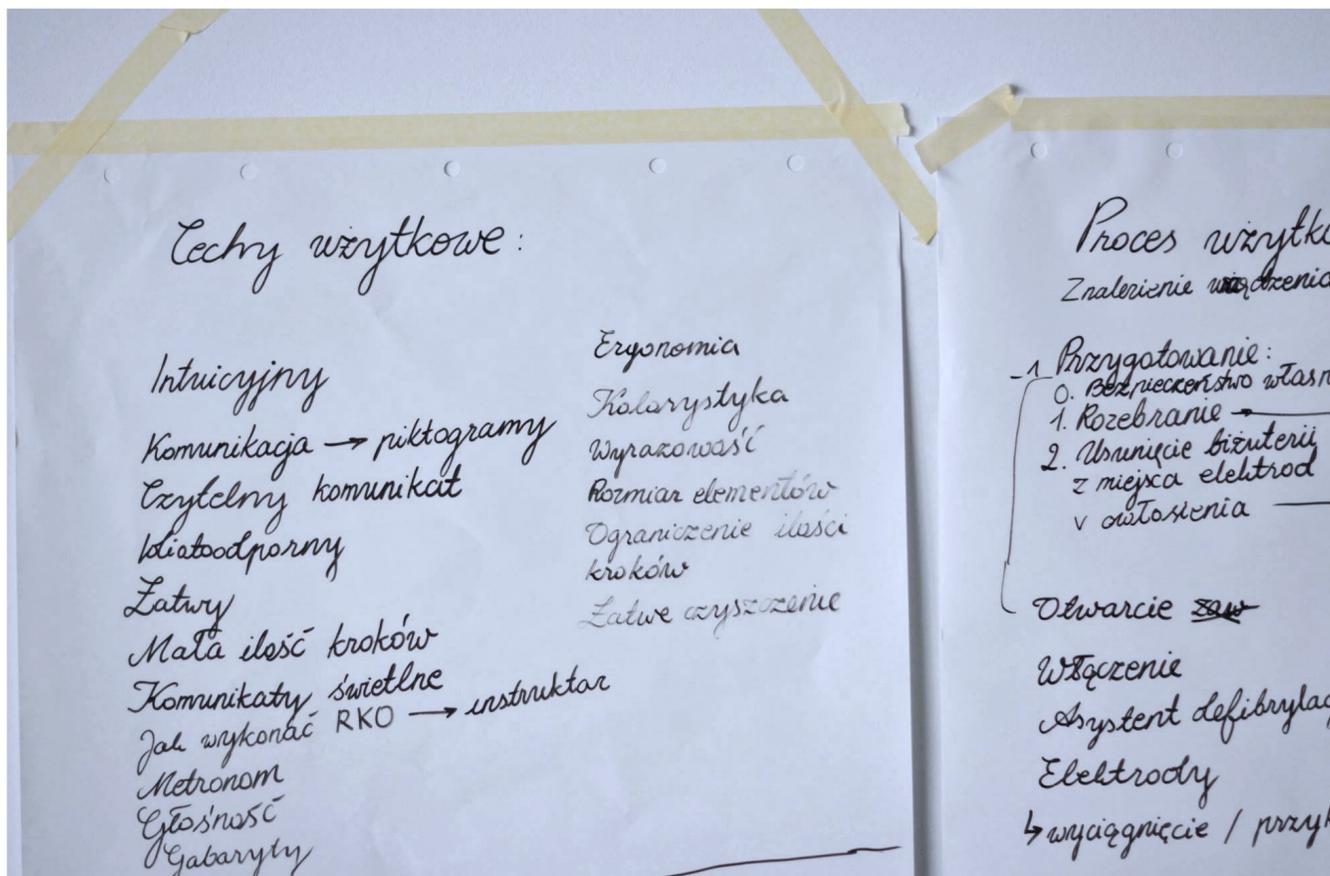
What are the most valuable outcomes of your workshop both for you and the students?

The implementable ones ;)

The AFA Katowice... (please share your association)

The increasingly modern approach to artistic education.





Summing up, it is good to give the floor to those, for whom the whole event is organized – the students of the Faculty of Design... How is the exchange of experience, participation in the workshops conducted by experts in various disciplines, learning about other design worlds received by students? What do they find difficult? What do they perceive as the most valuable? Is Design na BezTydzień / Weekdays Design important to them?



BARTOSZ PŁOCIENNIK

To me, the BezTydzień workshop week is first and foremost the time of experimentation, operating outside my comfort zone. The workshops allow me to work in larger design teams and get familiar with new areas of design. Although it is a very intensive time, I treat the workshops as a form of relaxation, a leap away from my day-to-day design chores.



PATRYCJA MAGRYŚ

The workshop week is a sort of holiday at our Academy. We have a chance of collaboration with experts in various areas of design. There is no hiding that it is not the easiest task for students. New workshop leaders, surprising assignments and the long hours of total devotion takes a lot of effort. Knowledge and experience

don't come easy after all. The workshops are a culmination of energy and creativity as well as an unmatched treasury of knowledge!



MAGDALENA GIERTUGA

Design na BezTydzień / Weekdays Design is one of the elements that make studies at the AFA Katowice a profoundly valuable experience. It is the time when we abandon the regular timetable and get an opportunity to change the tools, context, perspective, try something new. It is also a time of mental breather after the intensive start of the academic year – essential to creative work. For the first year students, it is also a moment to integrate with new friends, create first projects together, get familiar with various perspectives on the profession which they want to learn – under the watchful eye of seasoned professionals from Poland and abroad. Some of us discover new passions, others verify their existing skills. We all learn new methods of works and problem solving. Observation is essential to design.

Experience and interaction with others are equally important. The Weekdays workshops provide these key components of education of the future designers in a pill – it is intensive: we observe, we listen, we act, we share, we get to know one another, we learn. I will remember my Weekdays Design for long, maybe all my life:)



DAGMARA SZMAL

I am always curious about the workshop themes. The formula is comfortable, because the regular classes are suspended and we have an opportunity to join the offered courses instead. Everyone can even “risk” choosing subjects out of one's normal focus. What I find valuable is meeting lecturers from other academies and the professionals. Diverse but always interesting themes, various workshop leaders, hard work and eventually – satisfaction. I cannot imagine my studies without this week.

photos:

Krzysztof Szewczyk

Barbara Kubska

Marta Więckowska

Anna Kamieniak

Jan Buczek

Hanna Sitarz

Magdalena Nazarkiewicz

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