

Course unit title:	Fashion and Materials I			
Course unit code:	AFDI 103			
Type of course unit:	Required			
Level of course unit:	Bachelor			
Year / Semester of study:	1 (1 st semester)			
Number of ECTS credits allocated :	5	Lectures p/w:	-	Studio Work p/w: 3
Instructor(s)	Eleni Gircalli			
Aim of the Course	<p>Competences to be developed:</p> <ol style="list-style-type: none"> 1. To become familiarised with the principles of 3D Visual Arts and Design. 2. To develop an understanding on how drawing could contribute, along with experimentation, research, invention and synthesis, towards a solid ground relating the Design and Aesthetic values of their work. 3. To establish how materials and techniques allow students to broaden the range of their skills and creative expression, thus reflecting these qualities into their concept, subject matter and visual representation of their work. 4. To develop a critical eye through the theory of Art and Design. 5. To integrate design with visual, cultural and/ or sociopolitical associations in order to achieve a conceptual and visually intelligent and aesthetic result. 6. To understand the interconnection between realistic imagery and its process of abstraction. 7. To be in a position to develop 2D drawings and ideas to 3D forms and/ or installations. 			
Learning outcomes of the course unit:	<p>Introduction to Colour Theory / Introduction to fundamentals of colour and presentation of related cultural production work in the Art and Design areas.</p> <p>Students should be able to:</p> <ul style="list-style-type: none"> • Understand the principles of colour and develop aesthetic value through visual references 			

Introduction to formal elements of composition and practical drawing and collage techniques.

Students should be able to:

- Understand basic principles of composition and develop techniques that could improve the visual and aesthetic elements of the student's work.

Introduction to Project 1. Written and verbal briefing. Analysis of the brief

Students should be able to:

- Understand, analyse and interpret verbally and conceptually the project's brief and be in a position to express ideas and working methods in relation to the project's content.

Introduction to principles of Design and 3D Visual Arts.

Students should be able to:

- Develop a thinking process, combining research, analysis and experimentation. Discussion.
- Develop awareness in cultural production work relating their subject matter and area of investigation.
- Recognize, observe and explore elements and principles of Design and 3D Visual Arts through form, colour and texture.
- Reflect on the work and re-evaluate ideas, concepts and methods as well as develop constructive criticism, in order to strengthen practical skills and artistic values of work.

Development of Technique, Skills and Expression. Workshops and demonstration of methods and techniques of deconstruction, composition and the use of texture and materials.

Students should be able to:

- Creatively construct, deconstruct and reconstruct their initial forms, thus opening up stimulating and fresh artistic, conceptual and contextual possibilities relating their work.
- Explore texture and materials and understand their creative capacities and associations to ideas and concepts.
- Develop practice and working processes based on demonstration and previous stage of research and exploration. Emphasis on form, colour, texture, tone, surface and aesthetic awareness.

Integration of theory, analysis, exploration and innovation.

Students should be able to:

- Integrate analysis, process and other visual associations to achieve a conceptual

	<p>expressive result.</p> <ul style="list-style-type: none"> • Understand the relation between abstract visual elements and materials with the expressive potentials of visual image with in the Visual Arts. • Develop 2D work in 3D work through the understanding of 3D form, space, volume and materials. <p>Final Outcome.</p> <p>Students should be able to:</p> <ul style="list-style-type: none"> • Self-evaluate their work and constructively re-assess elements of the group's work in group discussion. • Reflect on the final stage of work and be in a position to push notions and aesthetic values further, so the final product can reflect the creative process and interesting individual means of expression. 		
Prerequisites:	None	Co-requisites:	None
Course contents:	<p>Analytical drawing will form the initial basis for each project. Elements of form and colour, texture and tones, surface tactility and spacious awareness are studied along with ways in which the above elements can be applied in design, providing a broad base of awareness and experience in visual language, design methodologies, problem solving and expression, using 2D and 3D media. Key points as followed:</p> <p>Introduction to Colour Theory: Emphasis on primary, secondary and neutral colours, use of hues and contrasts.</p> <p>Introduction to principles of Design and 3D Visual Arts. To push forward both in a theoretical as well as practical level basic principles of Design and the 3D Visual Art field; through drawing exercises, experimentation with form, colour, shape, texture, materials and techniques - to introduce the idea of developing 2D forms into 3D.</p> <p>Development of Technique, Skills and Expressional Means. Emphasis should be place on developing drawing skills through observation and analysis of a given object/subject matter as well as awareness in terms of concept and idea-associations, problem solving and decision-making.</p> <p>Integration of theory, analysis, exploration and innovation. Emphasis on synthesis and integration of every aspect of an art and design product, referring both to concept, creative means, in depth research and appropriate associations to critical issues and ideas. Should be stressed and become acknowledge through the work that final products should reflect on interesting thinking process, aesthetic values and intelligent creative language.</p>		
Recommended and/or required reading:			

References:	<p>Bibliography: Animals 1419 copyright-free illustrations of Mammals, Birds, Fish, Insects, etc. Selected by Jim Harter.</p> <p>A Butterfly Book for the Pocket by Edmund Sandars. (Design): 100 vegetables and where they came from, by W.W. Weaver, illustrated by Signe Sundberg-Hall</p> <p>COLLAGE AND FOUND ART, MEILACH DONA, LONDON, STUDIO VISTA, 1964 GIACOMETTI. SCULPTURES PAINTINGS DRAWINGS, LONDON, 1965 Drawing Now: Between the Lines of Contemporary Art (Paperback) By Tracey (Author), Downs (Editor), Marshall (Editor), Sawdon (Editor), Selby (Editor), Tormey (Editor) Drawing Now: Eight Propositions (Hardcover) by Laura Hoptman (Author)</p> <p>Gardner's Art through the Ages: The Western Perspective, Volume I (with Art Study & Timeline Printed Access Card) (Paperback), Fred S. Kleiner (Author)</p> <p>Manufacturing Processes for Design Professionals (Hardcover), Rob Thomson, 2007</p> <p>Materials for Inspirational Design (Paperback), Chris Lefteri (Author)</p> <p>Materials and Design, Second Edition: The Art and Science of Material Selection in Product Design (Paperback), Michael F. Ashby (Author), Kara Johnson (Author) http://www.amazon.com/Materials-Design-Second-Material-Selection/dp/1856174972/ref=pd_sim_b_1_# Process: 50</p> <p>Product Designs from Concept to Manufacture (Paperback), Jennifer Hudson (Author)</p> <p>Transmaterial 2: A Catalog of Materials That Redefine Our Physical Environment (Paperback), Blaine Brownell</p>
Planned learning activities and teaching methods:	<ul style="list-style-type: none"> - Extended project briefings - Presentations (audio and visual) - practical workshops - exercises - illustrated lectures and group critiques - personal tutorials. - group tutorials. - personal research, realization and manipulation in project work - continuous evaluation and assessment.
Assessment methods and criteria:	<ul style="list-style-type: none"> ● Interim Critique - Live Project Work: 33% ● Final Critique- Live Project Work: 33%

	<ul style="list-style-type: none">• Final Assessments- Live Project Work: 34%• Total: 100%
Language of instruction:	English
Work placement(s):	No