Course unit title:	**ADVANCED APPLIED DESIGN**				
Course unit code:	AGDS 307				
Type of course unit:	Elective				
Level of course unit:	Bachelor				
Year / Semester of study:	3rd, 4th / Fall, Spring				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Labs p/w:	0
Name of lecturer(s):	Costas Mantzalos				
Learning outcomes of the course unit:	1. Identify and comprehend the particular perceptual skills needed for the nature and function of site-specific art and design solutions and production. 2. Experiment and examine individual aptitudes within art and design in relation to visual communication 3. Argue, evaluate and support variety of problems and challenges in terms of thinking and conceptualising. 4. Capacity to employ and demonstrate a sense of quality of visual forms in the environment and of its process of the imaginative recreation 5. Ability to develop a personally negotiated semester project on art and design production, formulating solutions designed with both conceptual and technical expertise				
Prerequisites:	Advanced Level		Co-requisites:	None	
Recommended optional program components:	None				
Course contents:	● **The Art and Design Production:** Students in this course are faced with a variety of problems and challenges in terms of thinking and conceptualizing ● **Professional Outcome:** Students faced with the technical side of the challenge, like making different materials to work together, using hand and power tools and also finding practical solutions to their ideas. ● **Research prior to Production:** The role and importance of research in art and design. ● **Art and Design Solutions:** The use of various design categories ranging from corporate identity, to print and moving image advertising, company profiles and brochures to sales-of-point material and web literature. ● **Studio Work:** Studio work is carried out involving the whole group and takes place within the whole spectrum of the duration of the course as this is allocated on the weekly schedule. Studio work also includes interim and final critiques				
Recommended and/or required reading:	1. Elizabeth Resnick, **Design for Communication: Conceptual Graphic Design Basics,** Wiley, 2003 2. Steven Heller and Elinor Pettit, **Graphic Design Time Line: A Century of Design Milestones,** Allworth Press, 2000				

	3. Liz Farrelly, **Brain-Aided Design: The Designers Republic,** Laurence King Publishing, 2006
	4. Johan Redström, **Making Design Theory (Design Thinking, Design Theory),** Massachusets Institute of Technology, 2017
Textbooks:	None
References:	Richard Hickman, *Research in Art & Design Education: Issues and Exemplars,* Intellect, 2008
Planned learning activities and teaching methods:	The course is mainly based on extended project briefing, practical workshops, exercises, illustrated lectures on the Art and Design research methodologies with the help of computer presentations, and group critiques. Student centred practical work, personal research, realization and manipulation in project work. The use of personal tutorials is an important and integral part of the teaching methodology.
Assessment methods and criteria:	• Design Process: 40% • Report: 30% • Research Analysis: 20% • Final Assessment: 10%
Language of instruction:	English
Work placement(s):	No, but projects derived directly from the industry and national or international open calls.