Course unit title:	**GRAPHIC & ADVERTISING DESIGN 1**				
Course unit code:	AGDS204				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	2nd / Fall				
Number of ECTS credits allocated :	5	Lectures p/w:	4	Labs p/w:	0
Name of lecturer(s):	Nicolas Lambouris				
Learning outcomes of the course unit:	1. Identify the mechanisms of the creative process and employ these within the realm of visual communication. 2. Define and apply the influencing parameters in relation to word and image. 3. Apply the appropriate contemporary visual language for advertising within the defined project brief. 4. Demonstrate the capacity of analysing the means of expressing persuasive message through a variety of media. 5. Produce a body of work that demonstrates an aptitude to convey creative problem solving concepts in an appropriate manner. 6. Illustrate, through the final work the ability to persuade, convince and identify a specific target audience without sacrificing quality in design and visual impact.				
Prerequisites:	AGDS104		Co-requisites:	None	
Recommended optional program components:	None				
Course contents:	▪ **Visual Language**. Students are introduced to the term visual language and how this is used metaphorically and literally in graphic design. Through associations, exercises and examination of the contemporary visual scene, students are initiated into the 'language' of design. ▪ **Visual Experimentation**. Analysis and practical implementation of the Design Principles. The importance of creative freedom, experimentation involved in the invention of a fresh and personal 'visual language'. How do various design techniques and mediums are used in graphic design applications. ▪ **The Creative Process**. Identifying and applying the creative process as a vital element for creative experimentation: brainstorming, research, visual experimentation (the sketchbook being an important tool), experimentation with various mediums, design implementation and final work edit. ▪ **Visual Communication**. Understanding the process via which images can become carriers of message. Identifying, creating and appropriating various methods of handling complex visual material in order to communicate an idea. Identify how the combination of image and text are used as a communication tool. Introduction to the concept: the idea as a building block of graphic design and an important basis for communication. ▪ **Design in Context: design and brief**. The analysis of the Project Brief as part of the cognitive, conceptual and application process. ▪ **The Poster**. Identify and analyse the poster format as a communication tool. Historical examination of the format and discussion of contemporary posters. Designing a poster: hierarchy of information / issues of layout / image / composition / visual elements / visual impact.				
Recommended and/or required reading:	▪ Bierut, M., *How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World*. Harper Design: New York, 2015 ▪ Bringhurst, R., *The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition*. Hartley and Marks Publishers: Vancouver, 2013 ▪ Chen Design Associates, Chen, C. J., Milliman, D., *Fingerprint No. 2: The Evolution of Handmade Elements in Graphic Design*. How Books: Blue Ash,				

	2011
	■ Cooke, A., Lewis, A., *Graphic Design for Art, Fashion, Film, Architecture, Photographer, Product Design and Everything in Between*. Prestel: New York, 2018
	■ Heller, S., Talarico, L., *Graphic: Inside the Sketchbooks of the World's Great Graphic Designers*. The Monacelli Press: New York, 2010
	■ Klanten, R., Hellige, H., *Illusive: Contemporary Illustration*. Die Gestalten Verlag: Berlin, 2009
	■ Lupton, E., Condell, C., Davidson, G., *How Posters Work*. Cooper Hewitt-Smithsonian Design Museum: New York, 2015
	■ Lupton, E., Philips, C. J., *Graphic Design: The New Basics, 2nd Edition*. Princeton Architectural Press: New York, 2015
	■ Munari, B., *Design as Art*. Penguin Global: New York, 2009
Textbooks:	
References:	An extensive list of visual references is available to the students on the e-learning site of the course. These include contemporary graphic design publications, visual work, commercial applications, a comprehensive film list, magazine list, and PowerPoint presentations of lectures.
Planned learning activities and teaching methods:	The taught part of the course is delivered through lectures and visual presentations. Extensive project briefing, analysis and visual examples are part of the content. Through in-class practical design workshops and short exercises, students are encouraged to experiment and expand their creative vision. Group critiques of student's work allow for a thorough examination of the class progress, whilst at the same time student receive acute feedback on their work. Though the creative use of computer design software, along with alternative creative methods and mediums (photography, sketching, drawing etc.) students are further encouraged in developing their work. The e-learning site of the course is also a valuable tool as, students can have access to various references as well as download PowerPoint presentations of class lectures.
Assessment methods and criteria:	■ Students are continually assessed throughout the semester via monitoring their sketchbook and rough work. In addition their class participation, enthusiasm, creative process and methodology are also taken in account. Usually two major projects are handed out in the semester, carrying a 50% weight each, along with a number of short in class exercises. The projects are evaluated in a mid-critique where initial feedback is given and a final project critique where students go through a formal presentation and evaluation of their work. ■ The design work is evaluated as follows: ■ Design Intelligence 40% ■ Research and Methodology 20% ■ Experimentation and Analysis 20% ■ Time management and Presentation 20%
Language of instruction:	English
Work placement(s):	No