Course unit title:	**INFORMATION DESIGN**				
Course unit code:	AGDS412				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	4th / Fall				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Labs p/w:	0
Name of lecturer(s):	Savvas Xinaris				
Learning outcomes of the course unit:	- Identify and stress the role of communication in the design process. - Comprehend the analysis of the communication model with reference to visual communication. - Assimilation and implementation of complex design solutions required for the implementation of the information content, in relation to its purpose and users. - Ability to evaluate design solutions in terms of appropriateness, assimilation and information effectiveness. - Capacity for analysis and synthesis of a problem and its possible solution. - Acquirement of skills required for the importance of semantics - meaning in language and connotations of words or images - and semiotics - signs, words or images - in communicating information clearly towards specific target audiences.				
Prerequisites:	AGDS322		Co-requisites:	None	
Recommended optional program components:	None				

Course contents:	**Introduction to the communication process:** The role of communication and the development of the visual communication. Semiology and the visual language. The theories of De Saussure, Roland Barthes and Umberto Eco. **The Proposal:** The need for writing up a proposal. What does a proposal include? The aim and objectives, the background research, the client and the audience, the design management and bibliography. **Research in Art and Design:** The role and importance of research in art and design. Methods of research. The quantitative and the qualitative research. Interviews: The role of the diagnostic, depth/exploratory and standardised interview in the art and design research process. **Questionnaires and Field Research:** The role of the diagnostic, depth/exploratory and standardised questionnaires in the art and design research process. Collection of information by observation, qualitative and quantitative research. **Design Solutions:** The use of various design categories ranging from Signage Design, Wayfinding Systems, Visualization of Data, Indexing and Cataloging, and Visual Identity. **Report Writing:** Documentation of the complete project in a report. Hierarchy of the project's aim and objectives, the research methodology, the design development and the project evaluation, supported by transcripts of interviews and bibliography. **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:	**Information Design Workbook: Graphic approaches, solutions, and inspiration + 30 case studies** Kim Baer, Rockport (2010) **Infographics: The Power of Visual Storytelling** Jason Lankow, Josh Ritchie, Ross Crooks, John Wiley & Sons, Inc. (2012) **Signage and Wayfinding Design.** Chris Calroi, David Vanden-Eynden, John Wiley & Sons, Inc. (2015) **Making and Breaking the Grid: A Graphic Design Layout Workshop,** Timothy Samara, Rockport, 2005 **Visible Signs: An Introduction to Semiotics** David Crow, Boolmsbury (2015)
Textbooks:	No Textbook
References:	GRAFIK MAGAZINE, FRAME, SUITCASE, IDN MAGAZINE, WALLPAPER, ID, CLEAR, TEN, REPOSTE, ACNE PAPER, VAULT, DOMUS, MARK, ESQUIRE, GQ, GRAFIK, CMYK,
Planned learning activities and teaching methods:	The taught part of the course is delivered through lectures and visual presentations and it is mainly based on project briefing, constant evaluation, short exercises, practical workshops, and extensive group critiques. In-class discussions, inspirational exercises, visual research methodologies, brainstorming techniques and concept development processes are initiated and encouraged. Creative use of computer design along with hand skill methods and use of mediums such as illustration, sketching, drawing, photography and styling etc. are also part of learning activities. Also presentations, briefing and related written material are available on e-learning engine.

Assessment methods and criteria:	Design perception, skill, intelligence Research and methodology Experimentation and analysis Time management and presentation	40% 20% 20% 20%
Language of instruction:	English	
Work placement(s):	No	