



Course unit title:	DIGITAL ART				
Course unit code:	AART234				
Type of course unit:	Elective				
Level of course unit:	Bachelor				
Year / Semester of study:	3 rd , 4 th / Fall, Spring				
Number of ECTS credits allocated:	6	Lectures p/w:	3	Labs p/w:	0
Instructor(s)	Mr Christos Andreou				
Aim of the Course	<p>Aim of the course and core objectives are to:</p> <ul style="list-style-type: none"> • Provide with the fundamental knowledge and technical capability to prepare and produce the appropriate visual and other material regarding UI(User interface) design. • Provide with the fundamental knowledge and research ability regarding UX(User Experience)design. • Provide with the ability to competently use appropriate media and resources, gain technical awareness and develop a combination of skills acquired to create and prepare visual imagery for the screen and more specifically mobile devices. • Provide with the knowledge and skills to utilize the appropriate tools in order to manage and promote certain projects efficiently and creatively. 				
Learning outcomes of the course unit:	<p>Students should be able to:</p> <ol style="list-style-type: none"> 1. Employ various methods that involve researching, planning designing, testing, developing and forwarding creative material to be used on mobile devices. 2. Integrate sketchbook development, experimentation and produce final work ready for mobile app prototyping 3. Develop the ability to promote digital products via various mediums such as print material, digital video, motion graphics and the web. 4. Assess project work development through comments and discussions on a group presentation 				
Prerequisites:	-	Co-requisites:	None		
Course contents:	Production for screen media: students are introduced to various image production				

	<p>methods through a series of multimedia presentations.</p> <p>Format selection: students get familiarized with various video and image formats and their individual properties.</p> <p>Production techniques: students explore production methods in various forms of visual practice and learn how to develop, produce or transform media for screen based applications</p>
Recommended and/or required reading:	
Textbooks:	-
References:	<p>Visual contemporary references on magazines like: Etapes, Creative Review, IdN, +design, Computer arts.</p> <p>www.watchthetitles.com</p> <p>Adobe Online Help tv.adobe.com</p> <p>www.creativecow.com</p> <p>www.videocopilot.net</p> <p>http://www.webbyawards.com</p> <p>International website honoring excellence on the Internet including websites, interactive advertising and online film and video.</p> <p>http://www.iacaward.org</p> <p>Internet Advertising Competition (IAC) Awards that produced by the Web Marketing Association to honor excellence in online advertising.</p> <p>http://www.w3schools.com/</p>
Planned learning activities and teaching methods:	<p>Illustrated lectures, practical workshops, exercise, and group critiques. Student centered practical work, personal research, realization and manipulation in project work. Rendering workshops and studio based facilities. Visual research and reading/viewing list. Library guide and slide/video screenings.</p>
Assessment methods and criteria:	<ul style="list-style-type: none"> • Knowledge and Understanding - 20% • Research and Analytical Skills - 20% • Production competency and solution - 40% • Presentation and Communication - 20%
Language of instruction:	English
Work placement(s):	No

