Course Title	**GRAPHIC DESIGN II**				
Course Code	**CVC 110**				
Course Type	Required				
Level	Bachelor				
Year / Semester	1st Year / 2nd Semester				
Teacher's Name	Christos Andreou, Savvas Xinaris, Demetris Kokkinolambos				
ECTS	5	Lectures / week	3	Laboratories / week	0
Course Purpose	The aim of the course is to: • Identify and stress out the role of communication in the design process. Implement the methods of brainstorming and apply these methods on current in class project work. • Implement research and analysis in the Graphic Design practice in order to encode and decode various concepts/issues and to present visual solutions. • Develop & Convert Information, research, rough ideas, sketches compositional experiments imagery and typography to final work through extensive work and sketchbook development in order to communicate.				
Learning Outcomes	Upon successful completion of the course, students should be able to: • Employ type as means of communication. Integrate rules and applications of letter - word - line - column - layout - scale - color - style - size.				

	• Describe the evolution of graphic arts practice throughout the centuries. (From the Sumerians to the late 20th Century). Identify various artistic/ typographical styles and movements of the first half of the twentieth century. • Integrate sketchbook development, experimentation and play into the graphic design process by employing several media such as drawing, painting, collage and the copy machine. • Assess project work development through comments and discussions on a group presentation.		
Prerequisites	None CVC 109	Corequisites	None
Course Content	**Graphic Communication:** Students will be familiarized with current technological processes and specific projects emphasizing the use of type as a means of communication. Experimentation will be encouraged so that students develop a visual sensitivity to form. **Introduction to the Layout and Design Basics:** Introduction of rules and applications of: letter - word - line - column - layout - scale - colour - style - size. Students will be practically introduced to the application of type on: poster - magazine - newspaper – leaflet. **Introduction to the History Of Graphic Design:** Students will study and investigate the typographic principles and history of type and the alphabets, concentrating on the background history of typography, the development of the letterform from hieroglyphics to contemporary styles. **Critical Judgment development:** Week by week development of given project as a method of experimenting and gaining skills. One to one tutorial as well as group critiques and visually based debates allow students to share specific opinions, information and skills as well as discussing and evaluating the outcomes of given project work.		

Teaching Methodology	**Layout and Design Basics:** Lectures and screenings on the Layout & Design Basics through a series of lectures and in class presentations using visual references from magazines, books, documentaries and online material. **Design by looking back:** Lectures and screenings on history of type and the alphabets, concentrating on the background history of typography. In class discussions on the use of letter - word - line - column - layout - scale - colour - style - size and how it was used throughout the centuries to the recent years will enable students to develop critical judgement on the subject of Graphic Design and enable them to utilize such knowledge in their own designs. **Critical Judgment development:** Week by week development of given project as a method of experimenting and gaining skills. One to one tutorial as well as group critiques allow students to share specific opinions, information and skills as well as discussing and evaluating the outcomes of project work.
Bibliography	**A. Book References** 1. Ellen Lupton, Thinking With Type: A Critical Guide for Designers, Writers, Editors, & Students, Princeton Architectural Press; 1 edition (September 9, 2004) 2. Treasury of alphabets and lettering, Tschhichold Jan, London, LundHumphries,1995. 3. Graphic communication, Twyford John, England, John Twyford, 1981. 4. Ellen Lupton, Graphic Design: The New Basics, Princeton Architectural Press; 1 edition (March 20, 2008)

	5. Fingerprint: The Art of Using Handmade Elements in Graphic Design, Chen Design Associates, How Design Books, 2006. 6. Armin Hofman, Graphic Design Manual, Principles & Pratice, Niggli Verlag 1965 7. Handwritten: Expressive Lettering in the Digital Age, Steven Hellen, Thames & Hudson, 2006 8. Typographic Systems by Kimberly Elam (Author) Princeton Architectural Press; 01 edition (1 April 2007) **B. Magazines** Visual contemporary references on magazines like: Etapes, Creative Review, IdN, +design, Computer arts. **C. Online material** 1. thinkingwithtype.com 2. www.typographicposters.com 3. www.designspiration.com
Assessment	Overall, the course is evaluated as follows: • **Final Assessment 34%** - Design Intelligence 40%, - Research and Methodology 20%, - Experimentation and Analysis 20%, - Time management and Presentation 20% • **Course work 66%** Interim Critique 33% Final Critique 33%

	The assessment will be based on student's ability to employ type sketching, typesetting, to present sketchbook development and graphic design process within given project work. *Specific requirements for given projects and the assessment criteria are written down on project briefs that are handed out to students.* The active participation and attendance to classes is mandatory due to the nature of the course
	The Final Assessment is individual and it's carried out at the end of the semester as a final presentation of all projects before a panel of program tutors.
	The final grade of the course will take into account the assessment techniques mentioned above and the evolution of the student throughout the semester.
Language	English