

MVA502 - Advanced Research Applications

Course Title	Advanced Research Applications				
Course Code	MVA502				
Course Type	Required				
Level	Master (2nd Cycle)				
Year / Semester	1 (2nd semester)				
Teacher's Name	Artemis Eleftheriadou				
ECTS	10	Lectures / week	6	Laboratories / week	-
Course Purpose and Objectives	<p>Aim of the course and core objectives are to:</p> <p>Recognize key contemporary examples deriving from visual culture in the areas of art, media, design practice and critical theory</p> <p>Acquire advanced research skills and invent unorthodox or unregistered research resources/methodologies for visual investigations in the contemporary visual field and industry, for the promotion of innovative interdisciplinary practices</p> <p>Question the parameters of contemporary design practice and theory in your specialist field</p> <p>Acquire the capacity to provide well thought frameworks/proposals for the development of visual projects and critical thinking in relation to design practice and theory</p> <p>Gain ability to engage constructively in dialogues and debates about personal practice and contexts, support effective collaborations and interact constructively through specific design processes</p> <p>Promote the development of practices which facilitate sustainability, social responsibility, and diverse social and cultural perspectives</p>				
Learning Outcomes	<p>Students should be able to:</p> <p>Visual Research</p> <ul style="list-style-type: none"> • Knowledge of key visual examples that demonstrate process and application, evolution and development towards original and fresh results that influenced the course of visual culture. 				

	<ul style="list-style-type: none"> Investigate contemporary visual practices and vehicles that are predominant and current in contemporary art and design culture that may be implemented. Form ideas and opinions in order to be able to engage constructively in dialogues regarding visual culture. Reflect upon and assess design sustainability and development. <p>Acquire the skills to gather and investigate contemporary and up to date visual information through a series of mediums such as the Internet, the industry, the media etc.</p> <p>Understanding Process and Methodology</p> <ul style="list-style-type: none"> Evaluate, appreciate and practise cohesive and thorough visual documentation that can support and sustain academic process and progress. Acquire flexibility, diversity and ability to methodologically re-direct and re-evaluate processes according to specific findings Understand the thesis as a holistic approach, rather than the development of a single product or service. <p>Visual Thesis Proposal</p> <ul style="list-style-type: none"> Take ownership over the proposed thesis allowing personal development and experimentation. Understand thesis framework, structure, and necessary information in order to communicate clearly and effectively the proposed aims and objectives of the proposed thesis. Understanding the significance of entrepreneurship, originality and ingenuity in regards to current visual production. Perceive and consider concepts that mark possible candidates for thesis topics. <p>Group/external evaluation and communication</p> <ul style="list-style-type: none"> Evaluate, progress and process through a series of group presentations and assert the proposed aims and objectives through group discussions and critics. <p>Interact with the industries, specialist and peers that contribute to the proposed subject matter and evaluate, invent and decide on new approaches and directions.</p>		
Prerequisites	MVA501	Required	-
Course Content	<p>The course supports and prepares the ground for the proposal of the Visual part of the Thesis. Based on the research paper for the Written part of the Thesis required in the first semester, this course handles the research and methodologies required for the students to conclude the visual direction and strategies they will follow for the completion of the practical part of their Thesis. The course monitors students' development and process for the formation of thesis proposals and encourages self-initiated projects that prepare them for the work of the thesis in a directed studio environment. Students' research and production is seen as an interactive and interdisciplinary process, supported by the analysis of relevant texts, visits from guest lecturers, peer evaluation, class critiques, writing and practice. The course provides opportunities for interaction with peers, faculty and visiting experts in a focused studio-seminar setting. The course emphasizes the significance of</p>		

	<p>interdisciplinary and diverse research, self-initiated and unorthodox methodologies in the conceptualization of an original and engaging proposal. The results deriving from a well-documented process are shown in a series of colloquia presentations. Colloquium serves as a platform for clarification of thesis background, research questions, objectives, theoretical frameworks and methodologies. Workshop meetings and discussions over colloquium presentations give the opportunity for clarification on the thesis research paper, on the direction of the visual research, aims and objectives, theoretical frameworks and methodologies regarding the final Visual Proposal. The course also gives students the opportunity to constantly evaluate and progress their Proposal, reflect upon their experiences and findings and provides them with the appropriate strategies for addressing the thesis project as it progresses.</p>
<p>Teaching Methodology</p>	<ul style="list-style-type: none"> • Colloquia Presentations • Group discussions • Work analysis • Group critiques with the participation of other members of staff • Written and Verbal Exercises/Workshops • Visits from industry Professionals <p>Research Evaluation/ Information Gathering/ Internet facilities</p>
<p>Bibliography</p>	<p>A History of Visual Culture: Western Civilisation from the 18th to the 21st Century, Kromm Jane (Editor), Benforado Bakewell Susan (Editor), Berg Publishers, 2010</p> <p>Something to Be Desired: Essays on Design, Vienne Veronique, Watson-Guptill Publications, 2001</p> <p>Introduction to Mass Communication: Media Literacy and Culture, Updated Edition, Baran Stanley (Author), McGraw-Hill Humanities/Social Sciences/Languages; 6 edition, 2010</p> <p>Scandinavian Design: Alternative Histories Fallan Kjetil (Editor), Berg Publishers; 1 edition, 2012</p> <p>Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Brown Tim (Author), HarperBusiness, 2009</p> <p>Screen: Essays on Graphic Design, New Media, and Visual Culture, Helfand Jessica (Author), Maeda John (Introduction), Princeton Architectural Press; 1 edition, 2001</p> <p>Urban Interventions: Personal projects in public spaces, Robert Klanten (Editor), Matthias Hubner, Gestalten, Berlin, 2010</p> <p>Typographic Matchmaking In The City, Huda Smitshuijsen Abifares, Khatt Books, 2011</p>
<p>Assessment</p>	<p>The Assessment methodology, which is mainly employed in this course and generally in the program is the one that is intended for learning. This is a continuous array of assessments used to help students learn. Additionally, periodic</p>

	<p>assessments is also used to verify that they did, in fact, meet prescribed academic achievement standards. Assessment, which is continuous and relies primarily in process is used far more than merely a source of evidence for grading, but also to build student confidence, motivation, and engagement in their learning. In other words, assessment isn't merely an index of the amount learned—it can also be the reason of that learning.</p> <p>Group/external evaluation and communication:</p> <ul style="list-style-type: none"> • Evaluate, progress and process through a series of group presentations and assert the proposed aims and objectives through group discussions and critics. • Interact with the industries, specialist and peers that contribute to the proposed subject matter and evaluate, invent and decide on new approaches and directions. • Research and Methodology: 20% • Experimentation and Analysis: 15% • Class Participation: 25% • Visual Presentation/ Design Intelligence: 30% • Time Management and Presentation: 10% <p>Total: 100%</p>
Language	ENGLISH