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| Course title: | DIGITAL DESIGN I | |
| Course code: | AAVC340 | |
| Type of course: | Required | |
| Level of course: | Bachelor | |
| Year of study: | 3 ^d | |
| Semester when the course is delivered: | 5 th | |
| Prerequisites: | AART233, AGDS104 | |
| Number of ECTS credits allocated : | 6 | |
| Hours: | 3 | |
| Name of lecturer(s): | Mr. Andreou Christos | art.ac@frederick.ac.cy |
| Learning outcomes of the course: | Upon completion of the course, students should be able: | |
| | 1. To produce, plan, organise and design projects/campaigns in an innovative way | |
| | 2. To understand the complexity of issues when designing digital campaigns | |
| | 3. To develop presentation, observation and analytical skills | |
| Course content: | <ul style="list-style-type: none"> • Introduction of the basics of digital design Introduction to digital design through the principles of designing for screen based compositions for various multimedia products. • Introduction of the basics of campaign design Introduction to the extension of conceptual activity, which is the central feature of this course area. • Introduction of the basics of what is campaign strategy: Introduction to the formal and conceptual skills of a real life campaign in order to communicate a specific message or idea through correct analysis of a brief and identification of the selected target audience. • Introduction of the basics of web design: Introduction to basic website design and development using XHTML and HTML5 with the aid of web authoring tools. Understand the process of Web site design, development, management and deployment. Comprehend the use of graphical elements and the proper use of images and image formats in web pages as well as appropriate use of colour. Understand the use of tables and layers and appropriate site planning using template design and Cascading Style Sheets (CSS) | |
| Recommended and/or required reading: | <p>- Goodwin, K. & Cooper, A. (2009) <i>Designing for the Digital Age: How to Create Human-Centered Products and Services</i>, Wiley</p> <p>- McNeil, P. (2010) <i>The Web Designer's Idea Book</i>, How.</p> <p>- Sklar, J. (2014) <i>Principles of Web Design</i> 6th Edition, Course Technology.</p> | |
| References: | <p>Visual contemporary references on websites and web blogs as:</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> | |
| Planned learning activities and teaching methods: | <p>Illustrated lectures and practical workshops with emphasis on basic digital design principles along with graphic and information design exercises.</p> <p>Illustrated lectures address graphic and information design basics and principles. Analysing visuals examples through discussion and demonstrations in which the information imparted is put into practice.</p> <p>Practical workshops introduce experimental methodologies of effective visual compositions. Through in-class practical design workshops and their research analysis, students are encouraged to experiment and expand their creative vision.</p> | |

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| | <p>Students are encouraged to research under the guidance of their tutor, aiming towards independent learning/knowhow, focusing on preparing the students for real life scenarios.</p> <p>Each project is critically analysed in a group discussion. Lecture notes and presentations are available through the web for students to use in combination with the textbooks if the project requires such notes and presentations.</p> |
| <p>Assessment techniques and Assessments criteria:</p> | <ul style="list-style-type: none"> • Individual Project I 35% • Individual Project II 35% • Final Assessment 30% <p>Assessment Criteria for each one of the projects are:</p> <p>Research and Analytical Skills - 30%</p> <p>Knowledge, Understanding and competency - 50%</p> <p>Presentation and Communication - 20%</p> |
| <p>Language of instruction:</p> | <p>English</p> |
| <p>Work placement(s):</p> | <p>None</p> |