

Course title:	DIGITAL DESIGN II	
Course code:	AAVC341	
Type of course:	Required	
Level of course:	Bachelor	
Year of study:	3 ^d	
Semester when the course is delivered:	6 th	
Prerequisites:	AAVC340	
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:	<p>Upon completion of the course, students should be able:</p> <ol style="list-style-type: none"> 1. To develop the basic skills required in interactive media; 2. To gain an understanding of the development of interactive media; 3. To explore the possibilities and limitations of interactive media; 4. To produce effective real life projects/campaigns. 5. To design and customize smartphone applications. 	
Course content:	<p>Further analysis of the basics of digital design and visual communication Analysis of various forms of interactive media, from an entertainment, editorial, educational and informative point of view.</p> <p>Further analysis of campaign strategy Introduction to the procedure of collective data and statistics and the importance of research behind every real life project/campaign.</p> <p>Campaigning through various platforms Introduction to the Social media platforms and how they used from the viewpoint of the client, the designer and the target audience/consumer.</p> <p>Campaigning through smartphones Introduction to Smartphone Systems and Applications and how they used from the viewpoint of the client, the designer and the target audience/consumer.</p> <p>Layout Design and Customization for Smartphone Applications Introduction to Microsoft Visual Studio environment. Introduction to Windows Phone SDK, templates and major principles. Introduction to XAML basics and specific controls related to digital campaigns through smartphones. Customize the design of a smartphone application based on specific requirements and specifications.</p>	
Recommended and/or required reading:	<ul style="list-style-type: none"> • Jukes, I., McCain, T. & Lee Crockett (2010) Understanding the Digital Generation: Teaching and Learning in the New Digital Landscape, CreateSpace. • Goodwin, K. & Cooper, A. (2009) Designing for the Digital Age: How to Create Human-Centered Products and Services, Wiley. • Laurel, B. (1993) Computers as Theatre, Addison-Wesley Professional • Laurel, B. (1993) Computers as Theatre, Addison-Wesley Professional • Manovich, L. (2002) The Language of New Media, The MIT Press • McNeil, P. (2010) The Web Designer's Idea Book, How. • Yellowlees Douglas, J. (2001) The End of Books--or Books Without End :Reading Interactive Narratives", University of Michigan Press 	
References:	<p>Visual contemporary references on websites and web blogs as:</p> <p>www.webbyawards.com</p> <p>www.iacaward.org</p>	

	<p>www.adsoftheworld.com</p> <p>www.luerzersarchive.net</p>
Planned learning activities and teaching methods:	<p>Illustrated lectures and practical workshops with emphasis on campaign design basic principles along with graphic and advertising design exercises.</p> <p>Illustrated lectures address graphic and advertising 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> <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>
Assessment techniques and Assessments criteria:	<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>APPLICATION AND PRACTICE (40%) DESIGN INTELLIGENCE (30%) EXPERIMENTATION (20%) PRESENTATION (10%)</p>
Language of instruction:	English
Work placement(s):	None