

Course unit title:	GRAPHIC DESIGN 1				
Course unit code:	AGDS101				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	1 st / Fall				
Number of ECTS credits allocated :	5	Lectures p/w:	4	Labs p/w:	0
Name of lecturer(s):	Christos Andreou, Savvas Xinaris, Kally Sozou				
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Identify the basic graphic design elements; line, shape, texture, space, size. 2. Identify and describe basic type anatomy, type classifications, type families, and type measurements. 3. Identify and employ composition and layout principles such as: emphasis, balance, rhythm, and unity within a given project. 4. Employ basic graphic design element principles; line, shape, texture, space, size within a given project work. 5. Integrate sketchbook development, experimentation and play into the graphic design process by employing several media such as drawing, painting, collage and the copy machine. 6. Develop and convert rough ideas, sketches and compositional experiments to final work through extensive work and sketchbook development. 7. Assess project work development through comments and discussions on a group presentation. 				
Prerequisites:	None		Co-requisites:	None	
Recommended optional program components:					
Course contents:	<ul style="list-style-type: none"> ● Introduction to Graphic design Basics: The basic graphic design elements, basic typeface anatomy and typeface classifications. ● Introduction to the Graphic Design practice: practical hand-skilled work through workshops. Experimentation with visual imaging, production and manipulation of type via hand and mechanical means. ● Critical Judgment development: Group critiques and visually based debates 				
Recommended and/or required reading:	<p>Ellen Lupton, Thinking With Type: A Critical Guide for Designers, Writers, Editors, & Students, Princeton Architectural Press; 1 edition (September 9, 2004)</p> <p>Ellen Lupton, Graphic Design: The New Basics, Princeton Architectural Press; 1 edition (March 20, 2008)</p> <p>Armin Hofman, Graphic Design Manual, Principles & Practice, Niggli Verlag 1965</p> <p>Emil Ruder, Typographie, 5th Edition, Verlag Arthur Niggli AG 2002</p>				
Textbooks:	None				
References:	Visual contemporary references on magazines like: Etapes, Creative Review, IdN, +design.				

Planned learning activities and teaching methods:	Illustrated lectures, practical workshops, exercise, and group critiques. Student centred 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.								
Assessment methods and criteria:	<p>Project: “typography I”</p> <table> <tr> <td>Design Intelligence</td> <td>40%</td> </tr> <tr> <td>Research and Methodology</td> <td>20%</td> </tr> <tr> <td>Experimentation and Analysis</td> <td>20%</td> </tr> <tr> <td>Final Exam-Time management and Presentation</td> <td>20%</td> </tr> </table>	Design Intelligence	40%	Research and Methodology	20%	Experimentation and Analysis	20%	Final Exam-Time management and Presentation	20%
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Language of instruction:	English								
Work placement(s):	No								