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| Course unit title: | GRAPHIC DESIGN 2 | | | | |
| Course unit code: | AGDS104 | | | | |
| Type of course unit: | Compulsory | | | | |
| Level of course unit: | Bachelor | | | | |
| Year / Semester of study: | 1 st / Spring | | | | |
| 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 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. 2. Employ type as means of communication. Integrate rules and applications of: letter - word - line - column - layout - scale - color - style - size. 3. Implement research and analysis in the Graphic Design practice in order to encode and decode various concepts/issues and to present visual solutions. 4. 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. 5. 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. 6. Integrate sketchbook development, experimentation and play into the graphic design process by employing several media such as drawing, painting, collage and the copy machine. 7. Assess project work development through comments and discussions on a group presentation. | | | | |
| Prerequisites: | AGDS101 | | Co-requisites: | None | |
| Recommended optional program components: | | | | | |
| Course contents: | <ul style="list-style-type: none"> • 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 Poster 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: Group critiques and visually based debates | | | | |
| Recommended and/or required | Treasury of alphabets and lettering , Tschichold Jan, London, | | | | |

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| reading: | <p>LundHumphries, 1995.</p> <p>Graphic communication, Twyford John, England, John Twyford, 1981.</p> <p>Fingerprint: The Art of Using Handmade Elements in Graphic Design, Chen Design Associates, How Design Books, 2006.</p> <p>Handwritten: Expressive Lettering in the Digital Age, Steven Hellen, Thames & Hudson, 2006</p> <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> | | | | | | | | |
| Textbooks: | None | | | | | | | | |
| References: | Visual contemporary references on magazines like: Etapes, Creative Review, IdN, +design. | | | | | | | | |
| Planned learning activities and teaching methods: | Illustrated lectures, practical workshops, exercises, and group critiques. Student centered practical work, personal research, realization and manipulation in project work. Slide presentation and discussions on the history of typography Type evolution and graphic arts practice throughout the centuries. (From the Sumerians to the late 20th Century) | | | | | | | | |
| Assessment methods and criteria: | <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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| Experimentation and Analysis | 20% | | | | | | | | |
| Final Exam-Time management and Presentation | 20% | | | | | | | | |
| Language of instruction: | English | | | | | | | | |
| Work placement(s): | No | | | | | | | | |