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| Course unit title:                       | <b>GRAPHIC DESIGN 3</b>  |                |      |           |   |
| Course unit code:                        | AGDS206  |                |      |           |   |
| Type of course unit:                     | Compulsory   |                |      |           |   |
| Level of course unit:                    | Bachelor   |                |      |           |   |
| Year / Semester of study:                | 2 <sup>nd</sup> / Fall   |                |      |           |   |
| Number of ECTS credits allocated :       | 5  | Lectures p/w:  | 4    | Labs p/w: | 0 |
| Name of lecturer(s):                     | Savvas Xinaris, Christos Andreou   |                |      |           |   |
| Learning outcomes of the course unit:    | <ul style="list-style-type: none"> <li>• To recognise and identify type as a powerful means of promoting moods, ideas and understandings in particular situations through a series of assignments aiming to communicate by the sole use of type</li> <li>• To employ a good sense of layout, a creative integration of image and type, a good understanding of colour coordination, a good use of typefaces, an experimental application of typography through a series of assignments engaging various processes such as collage, drawing, photography, painting, 2D and 3D illustration techniques etc.</li> <li>• To differentiate various type applications and decode their cultural and historical references in conveying particular messages through a wide demonstration and discussion of existing examples</li> <li>• To defend their visualizing skills and argue their conceptual and visual decisions both visually and verbally in group presentations</li> <li>• To create visual and conceptual proposals and develop methods of decoding meanings and understandings engaging innovative research underlying the socio-cultural matrix in an individual/personal way</li> </ul>  |                |      |           |   |
| Prerequisites:                           | AGDS104  | Co-requisites: | None |           |   |
| Recommended optional program components: | None   |                |      |           |   |
| Course contents:                         | <ul style="list-style-type: none"> <li>• <b>Type as a powerful communication tool.</b> Identify the means of type, graphic elements, textures, symbols and abstractions. Use typography as a powerful tool for communicating messages. Produce work through continuous experimentation and prepare the way for connections to occur and intuitive actions that lead to unexpected discoveries. Distinguish symmetry and asymmetry of the layout. Identify contemporary typography, designers and new trends. Generalize space as the active component in design and a primary factor in visual communication. Identify typographers and critical art movements focusing more on 20th century. Combine creative applications and coordination of colour – setting, identifying and promoting the right mood. Create contrast and hierarchy.</li> <li>• <b>Poster Design.</b> Identify the evolution of poster design (late 19th – end 20th century). Combine type and image in an original manner. Distinguish the significance of type in relation to ideas and concepts. Discuss on important artists and designers. Examine various philosophies and concepts in design, which are directly connected to the current brief. Develop experimental layouts. Manipulate graphic elements in a creative way. Use Technology in Graphic Design. To approach technology with a creative and innovative way.</li> </ul> |                |      |           |   |

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| Recommended and/or required reading:              |   |
| Textbooks:  | <ol style="list-style-type: none"> <li>1. HISTORY OF THE POSTER, JOSEF MULLER-BROCKMANN, LONDON, PHAIDON PRESS, 2004</li> <li>2. TYPOGRAPHIC SYSTEMS, KIMBERLY ELAM, NEW YORK, PRINCETON ARCHITECTURAL PRESS, 2007</li> <li>3. NEW POSTER ART, NEW YORK, CEES W. DE JONG – STEFANIE BURGER – JORRE BOTH, THAMES &amp; HUDSON, 2008</li> </ol>   |
| References:                                       |   |
| Planned learning activities and teaching methods: | <p>Students will study and explore the variety of methods, which may be employed by a graphic designer in the identification, analysis, and solution of communication problems. Students will develop methods of approaching visual communication problems, always addressing the issue of understanding the 'problem solving-process'. Introduction to systems of type measurement and copy-fitting will be given. The project work will cover a variety of experiences for student response, including working individually or as part of a team.</p> |
| Assessment methods and criteria:                  | <ul style="list-style-type: none"> <li>• Project 1 50%</li> <li>• Project 2 50%</li> </ul>  |
| Language of instruction:                          | English   |
| Work placement(s):                                | No  |