Course unit title:	**GRAPHIC DESIGN 4**				
Course unit code:	AGDS216				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	2nd / Spring				
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:	- To further 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. - To experiment creatively with type and the formal and theoretical parameters which underlay the used of it in assignments engaging design tasks such us a logotype and the visual identity of a person or an organisation - To defend their visualizing skills and argue their conceptual and visual decisions both visually and verbally in group presentations using advanced creative means - To create visual and conceptual proposals and further develop methods of decoding meanings and understandings engaging innovative research underlying the socio-cultural matrix in an individual/personal way				
Prerequisites:	AGDS206		Co-requisites:	None	
Recommended optional program components:	None				
Course contents:	**The Logotype and the Visual Identity.** Describe the fundamentals of minimizing an image. Explain the need for simplifying complex shapes. Produce a powerful visual form as a mediator for the information that is required to be transmitted. Conduct experimentations with form and deconstruct an image with the outcome of re-generating sequential graphic sub-elements. Combine Functionality and creativity. Distinguish corporate stationery that work and merge corporate and creative design. Relate process and concept behind the final work. Design on principles and professional production. **Preparing and designing a Thesis.** Conduct research in Art and Design, identifying needs, target audiences in accordance to achieve clear communication. Describe methods of research and analysis of research methodology. Locate the need for proposal writing. Identify a proposal and provide a preparation. Label the fundamentals of editorial design. Explain grid and systems in graphic design. Making and breaking the grid. Explain post production and prepare work for professional printing and binding. Identify the right materials. Show and review the work for presentation and the final critique.				

Textbooks:	**1.** LOGO, MICHAEL EVAMY, LONDON, LAURENCE KING PUBLISHING, 2007 2. TYPOGRAPHIC SYSTEMS, KIMBERLY ELAM, NEW YORK, PRINCETON ARCHITECTURAL PRESS, 2007 3. EXPERIMENTAL LAYOUT, IAN NOBLE, RUSSELL BESTLEY, EAST SUSSEX, ROTOVISION, 2002
References:	
Planned learning activities and teaching methods:	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.
Assessment methods and criteria:	• Project 1 50% • Project 2 50%
Language of instruction:	English
Work placement(s):	No