

Course unit title:	HISTORY OF GRAPHIC DESIGN 2				
Course unit code:	AGDS409				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	4 th / Spring				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Labs p/w:	0
Name of lecturer(s):	Demetris Kokkinolambos				
Learning outcomes of the course unit:	<p>1. Engage on a research on an Art and Design Movement of the 20th century. Creative thinking is encouraged and critical judgement that derives from a thorough research.</p> <p>2. Understand contemporary aspects of graphic design, including advertising, illustration, photography, printing, the poster and typography. Theory and research is used extensively for understanding not only the aesthetic, but also the socio-political issues of the post-modern conditions with the necessary individual critical mind.</p> <p>3. Develop an advanced level of understanding and ability in research and visual analysis with a high level of visual awareness enriched with the historical content. Building students' confidence and visual intelligence by infusing an all-round knowledge of art and design into their work and mind.</p> <p>4. Recognise, understand, appreciate and form a critical view on early the 21st century contemporary art and design, issues on globalism and individuality along with socio-political situation on the world scene that affect all aspects of contemporary life.</p> <p>5. Evaluate contemporary awarded advertisements from all over the world including issues of the post-modern social and political conditions. Selected art films are also viewed to build an alternative and critical mind as well as a closer look on historical and contemporary art and design personalities as well as new emerging designers.</p>				
Prerequisites:	AGDS408	Co-requisites:	None		
Recommended optional program components:	None				
Course contents:	The final two decades of the 20 th century are introduced with emphasis not only on art and design but also on the socio-political historical events of those two very important last twenty years of the 20 th century. The course continues with the early 21 st century and the latest art and design developments. Critical thinking is encouraged and students are involved in extensive discussions in class concerning contemporary issues of the post-modern condition with global significance and impact. Leading personalities in art and design are introduced and presented in class.				
Recommended and/or required reading:	<p>Visual Arts in the 20th Century, Lucie-Smith Eduard, 1996 Laurence King</p> <p>Typography, When, Who, How, Friedrich Friedl, Nicolaus Ott, Bernard Stein, 1998 Konemann.</p> <p>Graphic Design-A Concise History, Richard Hollis, 1994 Thames and Hudson.</p> <p>Graphic Design Now, Charlotte & Peter Fiell, 2005 Taschen.</p> <p>Movements in Art since 1945, Issues and Concepts, Edward Lucie-Smith, 1995 Thames and Hudson.</p>				
Textbooks:	None.				
References:	Visual contemporary references on magazines like: Domus, eye, Abitare, wallpaper, The Face, Wired, Design Diffusion, Ottagono, Creative Review, +design.				

	Avant-garde films and screenings.
Planned learning activities and teaching methods:	Main teaching method concentrates around a series of illustrated lectures. A program of prescribed reading and viewing also forms another element, which is intended to reinforce and extend the knowledge of the student group. Attention is given to the appreciation of each era within the visual arts, but inspiration and a wider knowledge is encouraged in areas of art and design like architecture, industrial form, fashion design, photography. Enriched knowledge through screenings in class.
Assessment methods and criteria:	Design Intelligence 40%, Research and Methodology 20% Experimentation and Analysis 20% Time management and Presentation 20%
Language of instruction:	English
Work placement(s):	No