

Course unit title:	Introduction to Media Graphics Design		
Course unit code:	AMDM130		
Type of course unit:	Required		
Level of course unit:	Bachelor		
Year of study:	1		
Semester when the unit is delivered:	1 (Fall)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> <li>1. Identify the basic graphic design elements; line, shape, texture, space, size.</li> <li>2. Identify and describe basic type anatomy, type classifications, type families, and type measurements.</li> <li>3. Identify and employ composition and layout principles such as: emphasis, balance, rhythm, and unity within a given project.</li> <li>4. Employ basic graphic design element principles; line, shape, texture, space, size within a given project work.</li> <li>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.</li> <li>6. Develop and convert rough ideas, sketches and compositional experiments to final work through extensive work and sketchbook development.</li> <li>7. Assess project work development through comments and discussions on a group presentation.</li> <li>8. 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.</li> <li>9. Employ type as means of communication. Integrate rules and applications of: letter - word - line - column - layout - scale - color - style - size.</li> <li>10. Implement research and analysis in the Graphic Design practice in order to encode and decode various concepts/issues and to present visual solutions.</li> </ol>		
Mode of delivery:	Face - to - face		
Prerequisites:	None	Co-requisites:	None
Course contents:	<ul style="list-style-type: none"> <li>● <b>Introduction to Graphic design Basics:</b> The basic graphic design elements, basic typeface anatomy and typeface classifications.</li> <li>● <b>Introduction to the Graphic Design practice:</b> practical hand-skilled work through workshops. Experimentation with visual imaging, production and manipulation of type via hand and mechanical means.</li> <li>● <b>Graphic Communication:</b> 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.</li> <li>● <b>Critical Judgment development:</b> Group critiques and visually based debates</li> </ul>		

Recommended and/or required reading:	<ul style="list-style-type: none"> <li>• Adobe Photoshop CS5 Classroom in a book, June 3, 2010, Adobe Press</li> <li>• Adobe Photoshop CS5 One-on-One, November 12, 2010, Deke McClelland</li> <li>• Adobe Illustrator CS5 Classroom in a book, June 3, 2010, Adobe Press</li> <li>• Graphics Today, November 7, 2011, Viction Workshop Ltd</li> </ul>						
Textbooks:	None						
References:	Visual contemporary references on magazines like: Eye, Creative Review, Metropolis etc.						
Planned learning activities and teaching methods:	The course is mainly delivered through lab-based workshops conducted with the help of computer presentations, exercises, illustrated lectures and group critiques.						
Assessment methods and criteria:	<table> <tr> <td>Application and Practice</td> <td>10%</td> </tr> <tr> <td>Exercises</td> <td>30%</td> </tr> <tr> <td>Test</td> <td>60%</td> </tr> </table>	Application and Practice	10%	Exercises	30%	Test	60%
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Language of instruction:	English						
Work placement(s):	No						