

CVC109 - GRAPHIC DESGN I

Course Title	GRAPHIC DESGN I				
Course Code	CVC 109				
Course Type	Required				
Level	Bachelor				
Year / Semester	1 st Year / 1 st Semester				
Teacher's Name	Christos Andreou, Savvas Xinaris, Demetris Kokkinolambos				
ECTS	5	Lectures / Studio / week	3	Laboratories / week	0
Course Purpose	<p>The course aims to:</p> <ul style="list-style-type: none"> • Outline basic graphic design elements; line, shape, texture, space, size. • Identify and describe basic type anatomy, type classifications, type families, and type measurements. • Introduce and employ composition and layout principles such as: emphasis, balance, rhythm, and unity within a given project. • Employ basic graphic design element principles; line, shape, texture, space, size within a given project work. • Integrate sketchbook development, experimentation and play into the graphic design process by employing several media such as drawing, painting, collage and the copy machine. • Develop and convert rough ideas, sketches and compositional experiments to final work through extensive work and sketchbook development. 				

	<ul style="list-style-type: none"> Assess project work development through comments and discussions on a group presentation. 		
Learning Outcomes	<p>Upon successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> Employ composition and layout principles such as: emphasis, balance, rhythm, and unity in order to produce and develop given project work Convert rough sketches and ideas to compositional experiments through extensive work and sketchbook development. Produce typographical compositions by combining several media as sketching, painting, collage, the copy machine etc. through experimentation and play. Complete experimentation with typographical compositions. Select organise and mount visual work for final presentation. 		
Prerequisites	None	Corequisites	None
Course Content	<p>Introduction to Graphic design Basics:</p> <p>The basic graphic design elements, basic typeface anatomy and typeface classifications.</p> <p>Introduction to the Graphic Design practice:</p> <p>Practical hand-skilled work through workshops. Experimentation with visual imaging, production and manipulation of type via hand and mechanical means.</p> <p>Critical Judgment development: Group critiques and visually based debates.</p>		

<p>Teaching Methodology</p>	<p>Introduction to the Basics of Graphic Design</p> <p>Lectures and screenings on the Basics of Graphic Design elements; line, shape, texture, space, size. Composition and layout principles such as: emphasis, balance, rhythm, and unity. Type anatomy type classifications and type families.</p> <p>Introduction to the Graphic Design Process: Designing through experimentation</p> <p>Guided workshops on learning how to employ basic type sketching and typesetting within a given project work. Production of sketches and integration of sketchbook development and graphic design process in order to produce and finalize a series of experimental typographic compositions</p> <p>Critical Judgment development:</p> <p>Week by week development of given project as a method of experimenting and gaining skills. One to one tutorial as well as group critiques allow students to share specific opinions, information and skills as well as discussing and evaluating the outcomes of given project work</p>
<p>Bibliography</p>	<p>Book References</p> <ol style="list-style-type: none"> 1. Ellen Lupton, Thinking With Type: A Critical Guide for Designers, Writers, Editors, & Students, Princeton Architectural Press; 1 edition (September 9, 2004) 2. Ellen Lupton, Graphic Design: The New Basics, Princeton Architectural Press; 1 edition (March 20, 2008) 3. Armin Hofman, Graphic Design Manual, Principles & Practice, Niggli Verlag 1965 4. Emil Ruder, Typographie, 5th Edition, Verlag Arthur Niggli AG 2002 <p>B. Magazines</p> <p>Visual contemporary references on magazines like: Etapes, Creative Review, IdN, +design, Computer arts.</p> <p>C. Online material</p>

	<p>thinkingwithtype.com</p>
<p>Assessment</p>	<p>Overall, the course is evaluated as follows:</p> <ul style="list-style-type: none"> • Final Assessment 34% <ul style="list-style-type: none"> - Design Intelligence 40%, - Research and Methodology 20%, - Experimentation and Analysis 20%, - Time management and Presentation 20% • Course work 66% <ul style="list-style-type: none"> Interim Critique 33% Final Critique 33% <p>The assessment will be based on student's ability to employ basic type sketching, typesetting, to present sketchbook development and graphic design process within given project work. <i>Specific requirements for given projects and the assessment criteria are written down on project briefs that are handed out to students.</i> The active participation and attendance to classes is mandatory due to the nature of the course.</p> <p>The Final Assessment is individual and it's carried out at the end of the semester as a final presentation of all projects before a panel of programme tutors.</p> <p>The final grade of the course will take into account the assessment techniques mentioned above and the evolution of the student throughout the semester.</p> <p style="text-align: center;">Assessment Criteria for each one of the projects are:</p> <ul style="list-style-type: none"> • Knowledge and Understanding - 20% • Class Participation -10% • Research and Analytical Skills - 20% • Design Intelligence, production competency and solution - 40% • Presentation and Communication -10%
<p>Language</p>	<p>English</p>