

### GVC306 - HISTORY OF GRAPHICS

Course Title	<b>HISTORY OF GRAPHICS</b>				
Course Code	<b>GVC306</b>				
Course Type	Required				
Level	Bachelor				
Year / Semester	3 <sup>rd</sup> Year / 6 <sup>th</sup> Semester				
Teacher's Name	Demetris Kokkinolambos, Artemis Eleftheriadou, Costas Mantzalos				
ECTS	6	Lectures / week	3	Laboratories / week	-
Course Purpose	<p>The course aims to:</p> <ul style="list-style-type: none"> <li>• Provide knowledge regarding the development of Graphic Design</li> <li>• Examine contemporary aspects of graphic design, including advertising, illustration, photography, printing, the poster and typography.</li> <li>• Investigate the development and historical context of graphic design and art and design movements of the 20th and 21st century.</li> <li>• Develop skills of research, visual analysis and oral and written communication.</li> <li>• Distinguish meaning and context of artistic and cultural activities now and in the past, in industrialized and non-industrial societies.</li> <li>• Contrast not only the aesthetic, but also the socio-political issues of the post-modern conditions with the necessary individual critical mind.</li> <li>• Build students' confidence with a high level of visual awareness enriched with the historical content by infusing an all-round knowledge of art and design into their work and mind.</li> </ul>				
Learning Outcomes	<p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand contemporary aspects of graphic design, including advertising, illustration, photography, printing, the poster and</li> </ul>				

	<p>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> <ul style="list-style-type: none"> <li>• Identify and evaluate the development and historical context of graphic design and art and design movements of the 20th and 21century.</li> <li>• Engage on a research on an Art and Design Movement of the 20<sup>th</sup> century. Creative thinking is encouraged and critical judgement that derives from a thorough research. Develop knowledge skills of research, visual analysis and oral and written communication.</li> <li>• 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of understanding and ability in research and visual analysis with a high level of visual awareness enriched with the historical content.</li> <li>• Recognize, understand, appreciate and form a critical view on early the 20th and 21<sup>st</sup> 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.</li> <li>• Evaluate contemporary 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.</li> </ul>		
Prerequisites	CVC 204	Corequisites	
Course Content	<p>The course deals with the evolution of graphic design with greater emphasis on areas such as the invention of writing by the Sumerians, the formulation of the written language and the design of the alphabet.</p> <p>Concentration is put onto the origins of printing and typography in Europe and concludes to the Industrial Revolution and the impact of industrial technology upon graphic design.</p> <p>The course concentrates on the development and historical context of graphic design in the 20th century and art and design movements. This is introduced as the growth and development of modern graphic design with greater attention being focused on the influence of modern art, the</p>		

	<p>Bauhaus and the new typography concluding with the concept of the Global dialogue.</p> <p>The final two decades of the 20<sup>th</sup> 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<sup>th</sup> century. The course continues with the early 21<sup>st</sup> 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 creative personalities in art and design are introduced and presented in class.</p>
Teaching Methodology	<p>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.</p> <p>Enriched knowledge through screenings in class. Avant-garde films. Visits to Museums, Exhibitions and Creative studios are introduced.</p>
Bibliography	<p>Bibliographical References:</p> <ul style="list-style-type: none"> <li>- <i>100 Ideas that Changed Graphic Design</i>: Steven Heller, Veronique Vienne, 2012</li> <li>- <i>Graphic Design: The New Basics, Revised and Updated</i>, Ellen Lupton, Jennifer Cole Phillips, 2015</li> <li>- <i>Visual Arts in the 20<sup>th</sup> Century</i>, Lucie-Smith Eduard, 1996 Laurence King</li> <li>- <i>The History of Graphic Design: Volume 1 (1890-1959)</i>, Jens Muller, 2017</li> <li>- <i>The History of Graphic Design: Volume 2, (1960-Today)</i>, Jens Muller, Julius Wiedenmann, 2018.</li> <li>- <i>Typography, When, Who, How</i>, Friedrich Friedl, Nicolaus Ott, Bernard Stein, 1998 Konemann.</li> <li>- <i>Graphic Design-A Concise History</i>, Richard Hollis, 1994 Thames and Hudson.</li> </ul>

	<ul style="list-style-type: none"> <li>- <i>Graphic Design Now</i>, Charlotte &amp; Peter Fiell, 2005 Taschen.</li> <li>- <i>Movements in Art since 1945, Issues and Concepts</i>, Edward Lucie-Smith, 1995 Thames and Hudson.</li> <li>- <i>Graphic: 500 Designs that Matter</i>, 2017, Phaidon</li> </ul>
Assessment	<p>Overall, the course is evaluated as follows:</p> <ul style="list-style-type: none"> <li>• <b>Final Assessment 34%</b></li> <li>• <b>Course work 66%</b> <ul style="list-style-type: none"> <li>Interim Critique 33%</li> <li>Final Critique 33%</li> </ul> </li> </ul> <p><i>Specific requirements for given projects and the assessment criteria are written down on project briefs that are handed out to students.</i></p> <p>Students are continually assessed throughout the semester via monitoring their sketchbook and rough work. In addition, their class participation, enthusiasm, creative process and methodology are also taken in account. Usually, two major projects are handed out in the semester, carrying a 50% weight each, along with a number of short in class exercises. The projects are evaluated in a mid-critique where initial feedback is given and a final project critique where students go through a formal presentation and evaluation of their work.</p> <p>Presentation skills and theoretical research as well as the ability to connect, evaluate and criticize certain aspects from the art and design world is vital for students' ability to form new and exciting concepts.</p> <p>The design work is evaluated as follows:</p> <ul style="list-style-type: none"> <li>▪ Design perception, skill and intelligence 40%</li> <li>▪ Research and Methodology 20%</li> <li>▪ Experimentation and Analysis 20%</li> <li>▪ Time management and Presentation 20%</li> </ul>
Language	English