

GVC/FVC 499 – SENIOR PROJECT

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| Course Title | Senior Project: BA Visual Communication > Graphics and Digital Media > Film Making and Digital Media | | | |
| Course Code | GVC/FVC 499 | | | |
| Course Type | Compulsory | | | |
| Level | Bachelor | | | |
| Year / Semester | 4 th Year / 8 th Semester | | | |
| Teacher's Name | Depending on Area of Research | | | |
| ECTS | 12 | Lectures / week | - | Laboratories / week |
| Course Purpose and Objectives | <p>The course aims to:</p> <ul style="list-style-type: none"> • define the role of research within art and design and produce a substantial volume of work that has the potential of being listed within the professional sphere • employ appropriate techniques and materials and operate in those situations demonstrating a mixture of visual notation to professional presentation standard and quality • examine the area of investigation, problems that will defend as well as support the role of the visual communicators in the selection of art and design solutions • support final art and design solutions and professional concepts with written thesis which will be based on questioning and testing the area of research, and furthermore translate visually the subject through the visual language including graphics, film, typography, photography, illustration etc • promote visual communication innovation and variety, which can cross boundaries in both inter-disciplinary and multi-disciplinary guises through creating concepts, designing visuals and writing research within the field of graphics and digital media | | | |

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| Learning Outcomes | <p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> • promote innovation and variety towards topics, which can cross boundaries in both inter-disciplinary and multi-disciplinary guises through creating concepts, designing visuals and writing research. • assimilate and define the role of research within art and design and produce a substantial volume of visual work that has the potential of being listed within the professional sphere. • engage in a series of visual solutions which will be translating as well as defining the main research question and testing the area of research. • build and explore into the area of investigation problems that will defend as well as support the role of the designer/communicator in the selection of design solutions. • acquire of skills required for the importance of research writing in Art and Design | | |
| Prerequisites | CVC 401 | Corequisites | - |
| Course Content | <p>Senior project: the final project towards the completion of the course, which can be regarded as the thesis. It is a course where students act as individual designers in an investigation of a course of their own choice.</p> <p>Research and analysis: The course can be of any nature/idea/concept. The ultimate scope is to conduct an extensive research into the course (utilizing all conventional or not media) and prepare an extended essay from the research findings and analysis.</p> <p>Self-negotiated project: The student negotiates a personal Program of Study and develops a Senior Project. The negotiated program is devised in conjunction with the Course coordinator and the Personal Tutor. The course requires the student to initialize a written brief and produce final design solutions and a written thesis of 3.500 words. The relationship between the thesis and the design solution is closely aligned or tenuously linked. The emphasis is on innovation and variety where topics can cross boundaries in both inter-disciplinary and multi-disciplinary guises.</p> | | |

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| | <p>Studio Work: Studio work is carried out involving the whole group and takes place within the whole spectrum of the duration of the course as this is allocated on the weekly schedule. Studio work also includes interim and final critiques.</p> |
| Teaching Methodology | <p>The course is mainly based on individual research and practical work. Student centred practical work, personal research, realization and manipulation in project work. The use of personal tutor/advisor is compulsory as well as an important and integral part of the teaching methodology, which among others include:</p> <ul style="list-style-type: none"> • Extended project briefings • Practical workshops • Demonstrations and discussions on critical parts of the subject • Exercises • Illustrated lectures • Group critiques • Student centred practical work • Personal research, realization and manipulation in project work |
| Bibliography | <p>Bibliographical References:</p> <ul style="list-style-type: none"> - J. Cresswell, <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i>, Sage Publications, 2002 - A. Bennett, <i>Design Studies; Theory and Research in Graphic Design</i>, Princeton Architectural Press, 2006 - A. Vit, <i>Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design</i>, Rockport, 2009. - J. Wildfeuer, J. A. Bateman, <i>Film Text Analysis: New Perspectives on the Analysis of Filmic Meaning</i>, Routledge; 1 edition, 2016 - Richard Hickman, <i>Research in Art & Design Education: Issues and Exemplars</i>, Intellect, 2008 - Laurel, B (Ed)., <i>Design Research: Methods and Perspectives</i>, Cambridge MA, MIT Press, 2003 - Mason, J., <i>Qualitative Researching</i>, Sage, London 1996 |

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| | <ul style="list-style-type: none"> - Pole, C and Lampard, R., <i>Practical social investigation</i>, Pearson Education Limited, London 2002 |
| Assessment | <p>Overall, the course is evaluated as follows:</p> <ul style="list-style-type: none"> • Final Assessment 34% Design Intelligence 40%, Research and Methodology 20%, Experimentation and Analysis 20%, Time management and Presentation 20% • Course work 66%* <p><i>*Course work analysis</i></p> <p>Practice Based Project</p> <ul style="list-style-type: none"> • Design Process: 50% <p>Final Written Thesis Report</p> <ul style="list-style-type: none"> • Readings and Reflections 20% • Annotated Bibliography 10% • Research Analysis: 10% <ul style="list-style-type: none"> • Defend 10% |
| Language | English |