

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 225	SEMESTER OF STUDY	2nd
COURSE TITLE	GRAPHIC DESIGN		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Lab exercises		2	
Total		5	5
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=65		

2. LEARNING OUTCOMES

Learning Outcomes

Graphics constitute today a very important aspect of visual communication and they are used to facilitate the transfer and comprehension of information and also to influence the thought of the target groups. The scope of the course is the critical understanding of the principles of graphic design with the use of specialized software. The students will be taught the design of graphic images which will be used for conveying messages to target groups. Graphic composition requires a suitable combination of shapes, text, images and colors. Produced graphics can be used in a number of mediums such as paper, metal and plastic objects (e.g carton boxes, posters, metal tins etc), clothes, electronic devices, webpages etc. Students will also examine cases of good and bad design, they will be taught the fundamental building elements of specialized software used in graphic design, and will be taught to use the proper graphics together with the proper combination of colors in order to convey messages to different target groups.

Upon successful completion of this course the student / she will be able to:

- Compose graphics using specialized software for graphics creation using also knowledge gained from the first semester course on image processing.
- Effectively combine typography, graphic and photographic elements to produce graphics for visual communication
- Create graphics for various mediums and purposes (e.g. brochures, posters, logos, and PowerPoint presentations etc)
- Demonstrate knowledge on the feelings created by different colors and their relationship with cultural backgrounds
- Compose images for transmission of messages and the creation of specific emotions by the use of appropriate colours
- To evaluate graphics by examining the aesthetic and communicative outcome.
- To evaluate a graphic design as a combination of images and colors (based on the principles of design and colour theory) and their ability to convey messages to different target groups

General Skills
<ul style="list-style-type: none"> - Teamwork - Critical thinking - Working in interdisciplinary field - Free, creative and inductive thought - Search, Analysis and Synthesis of data and information with the use of necessary technologies.

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> • Mile stones in the evolution of graphic design • Principles of effective two-dimensional graphics design for visual communication • Areas of application of Graphic Design (marketing, advertising, information etc) • Specialized software used in Graphic Design and the software basic elements and functions • Tools for Development of Creative Thinking • Text and fonts in Graphic Design • Color theory and its application in Graphic Design • Graphic Composition • Printing and Publication Technologies.
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4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students work with Graphic Design Software</p> <p>Support of the learning process through multimedia video-lessons.</p> <p>Support of the learning process through the e-class platform.</p>	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Project Work (non-compulsory)	24
	Personal Study	36
	Total Work Load for student with project work	125
	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Personal Study	60
	Total Work Load for student with project work	125
ASSESSMENT METHODS	<p>I. End of Semester Formal Examination (60-35%)</p> <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of solving communication problems. <p>II. Presentation of Group Projects (0-25%)</p> <p>iii. Lab examination 40 %</p>	

5. RESOURCES

- Recommended Book Resources:

- Graphic Design, Konstantopoulos Panos, Gramma Publications
- Design και layout, Creating Graphics, Dabner, David, 2004, Savalas Publications
- Creating and Editing Graphics with the use of CorelDraw X3 in education, Kalyva Eleni, 2006, Giourdas Publications
- Introduction to the History and Theory of Graphic Design, Miltos Fragkopoulos, 2006, Futura Publications,
- Landa Robin (2013), Graphic Design Solutions, Cengage Learning
- Arntson Amy (2011) Graphic Design Basics, Cengage Learning, USA
- Adobe Creative Team (2012) Adobe Dreamweaver CS6: Classroom in a Book, CA, USA.

Recommended papers/articles Resources:

- Triggs Teal (2011) Graphic Design History: Past, Present, and Future, DesignIssues, Vol 27(1), p. 3-6.
- Tan S., Melles, G. (2010) An activity theory focused case study of graphic designer's tool-mediated activities during the conceptual design phase, *Design Studies*, Vol 31(5), pp. 461-478.
- Jackson I. (2008) Gestalt-A Learning Theory for Graphic Design Education, *International Journal of Art and Design Education*, Vol 27(1), p. 63-69.