Course title	Interactive Design for Social Media				
Course code	BIMA-161				
Course type	Compulsory				
Level	1st Cycle				
Year / Semester	1st				
Teacher's name	Poppy Aristidou				
ECTS	6	Lectures / week	12	Laboratories / week	
Course purpose and objectives	The main objectives of the course are to: • Introduce students to the foundational concepts of social media and platforms, enabling them to understand the role and impact of social media in digital communication. • Develop a visual strategy and create effective content for social media, focusing on engaging design. • Apply content strategy principles to enhance visual content and increase engagement on social media platforms. • Engage visual content of social media/marketing through content strategy. • Introduce students to Adobe Photoshop to create content • Understand and apply basic design and interaction principles • Design and animate graphic content for social media as part of a final project, in alignment with platform-specific requirements.				
Learning outcomes	After completion of the course students are expected to be able to: 1. Identify and explain the foundational concepts of social media and its platforms, demonstrating an understanding of their role and impact in digital communication and marketing. 2. Develop a visual strategy for social media by applying design principles to create engaging and effective content tailored to platform requirements. 3. Apply content strategy principles to enhance the visual appeal of social media content, aiming to increase audience engagement and interaction on various platforms. 4. Implement content strategies to optimize social media marketing, ensuring visual content aligns with overall marketing goals and enhances audience interaction. 5. Demonstrate proficiency in Adobe Photoshop by creating content 6. Understand and apply basic design and interaction principles to develop visually compelling and user-friendly content for social media platforms.				

	7. Design and animate graphic content for social media, demonstrating the ability to align designs with platform-specific requirements and apply animation techniques as part of a final project to engage the target audience effectively.		
Prerequisites	BIMA-160	**Required**	
Course content	Creative thinking. Social media/platforms. Visual/ content strategy. Graphic content design for social media. Introduction to Adobe Photoshop. Basic design and Interaction principles. Creation of animated visual content for social networks.		
Teaching methodology	Lectures, lab presentations, lab tutorials and workshops, individual/group tutorials, practical exercises, assignments and projects.		
Bibliography	Social Media Strategy: A Practical Guide to Social Media Marketing and Customer Julie Atherton. Kogan Page, 2019 ISBN 9780749497071 Adobe Photoshop Classroom in a Book Conrad Chavez. Adobe Press 2023 ISBN 9780138262525 Principles and Processes of Interactive Design Jamie Steane. Firchild Books, 2014 ISBN 9782940496112 Design is Storytelling Ellen Lupton. Cooper Hewitt, Smithsonian Design Museum, 2017 ISBN 9781942303190		
Assessment	Class attendance and performance, assignment and practical projects.		
Language	English		