



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code DES-116	Course Title Fundamentals of Two Dimensional Design	ECTS Credits 6
Department Design and Multimedia	Semester Fall, Spring	Prerequisites None
Type of Course Major	Field Graphic Communication	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 1 st	Lecturer(s) Maria Stavride
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites N/A

Objectives of the Course:

The main objectives of the course are to:

- Introduce the fundamental basics for organizing visual information in two dimensional space.
- Make students aware of the importance of principles and elements of two dimensional space in graphic design.
- Cover the different aspects of the design process (thinking, observing, researching, implementing, evaluating and presenting).
- Enable students to assess the requirements of a project brief, research, plan and its development through studio practice.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Express practical and theoretical understanding of basic Two-Dimensional Design principles.
2. Identify, apply and develop principles and elements by investigating the relationship between form and color within two dimensional space.
3. Develop an understanding of textual and visual research techniques and how to be utilized in the analysis, synthesis and evaluation of two dimensional space – design problems.
4. Demonstrate the creative ability, using variety of mediums and materials, to solve design problems in two dimensional space.
5. Discuss issues related to their work, explain and analyze the methodology used in order to reach the final visual result, through oral presentations and written documentation.

Course Contents:

1. Course outline: Course overview, Assessment factors, Materials for the designer, Introduction to the design process
2. Unity: Gestalt theory, grid and alignment
3. Emphasis & focal point: Ways to create emphasis, degree of emphasis, absence of focal point.
4. Scale & proportion: Scale within the art, scale confusion
5. Balance: Types of balance

6. Rhythm: Types of rhythm
7. Line: Types of line, line direction and quality, interpreting the line.
8. Colour: Primary, secondary & complimentary colours , hue, intensity, & saturation, colour in design, conceptual qualities of colour
9. Shape and volume: Introducing positive and negative shapes, abstraction and non-objective shapes.
10. Texture: Texture and pattern, types of texture
11. Illusion of Space: Devices to show depth
12. Illusion of Motion: Ways to suggest motion

Learning Activities and Teaching Methods:

Lectures and presentations, One-to-one tutorials, Group critics and discussions, Projects, One day briefs and/or exercises.

Assessment Methods:

Course portfolio, Sketch book, Essays , Midterm and Final Exam, Attendance

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Lauer A. David and Pentak Stephen	Design Basics	Wadsworth Publishing	2008	0495501816

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
<i>Ellen Lupton and Jennifer Cole Phillips</i>	Graphic Design the new basics	Princeton Architectural Press	2008	1568987706