



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
DES-116	Fundamentals of 2D Design	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Design and Multimedia	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Graphic Communication	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Maria Stavride	1 <sup>st</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to Face	NA	NA

### Course Objectives:

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 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 2D design principles.
2. Identify, apply and develop principles and elements by investigating the relationship between form and colour within two dimensional space.
3. Develop an understanding of textual and visual research techniques and how to be utilised in the analysis, synthesis and evaluation of two dimensional space – design problems.
4. Demonstrate the creative ability using a variety of media and materials to solve design problems in two dimensional space.
5. Discuss issues related to their work, explain and analyse the methodology used in order to reach the final visual result through oral presentations and written documentation.

**Course Content:****The design process: an introduction**

The process designers use to solve a design problem

**The basic elements of Graphic Communication**

Point / Line / Typography / Images

**Unity**

Gestalt Theory / Grid / Alignment

**Focal Point & Visual Emphasis**

Ways of creating visual emphasis / degrees of emphasis / hierarchy

**Scale and Proportion**

Internal Proportions / Cropping / Frame

**Balance Symmetry/Asymmetry**

Ways to achieve symmetrical and asymmetrical compositions

**Rhythm**

Alternating and progressive rhythm in design

**Texture and pattern**

How pattern and texture can be used in design

**Illusion of Space**

Ways to achieve illusion of space

**Illusion of Motion**

Ways to achieve illusion of motion

**Colour Theories**

Colour theories and colour mixing

**Size, function and format**

How size, functionality and format of a design application affects the user / viewer

**Learning Activities and Teaching Methods:**

- Lectures and presentations on theoretical topics related to 2D design applications through a plethora of visual information and examples.
- One-to-one tutorials on the conceptual and practical development of given projects.
- Group critics and discussions, practical application of the theoretical aspect of the course through weekly projects and exercises.

**Assessment Methods:**

Exercises / Projects / Course Portfolio, Midterm and final tests, Attendance, class exercises, performance

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
The Language of Graphic Design: An Illustrated Handbook for Understanding Fundamental Design Principles	Poulin, Richard	Gloucester, Mass: Rockport.	2012	9781792536765
Lecturer's notes	Maria Stavride			

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Graphic Design the new basics	Ellen Lupton and Jennifer Cole Phillips	Princeton Architectural Press	2008	1768987706
Design Basics	Lauer A. David & Pentak Stephen	Wadsworth Publishing	2008	0595501816
Visual Grammar	<b>Christian Leborg</b>	Princeton Architectural Press	2006	1768985819
Visual Research: An Introduction to Research Methodologies in Graphic Design	Ian Noble & Russell Bestley	AVA Publishing	2003 2nd ed.	0201703395