



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code DES-206	Course Title Graphic Design	ECTS Credits 6
Department Design and Multimedia	Semester Fall	Prerequisites DES-166
Type of Course Major Requirement	Field Graphic Communication	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer(s) Marianna Kafaridou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Introduce students into the visual world of graphic design (graphic layout, designers, styles).
- Make students aware of the basic principles of visual identity, brand identity and its applications on two and three dimensional graphics.
- Cover in detail various genres/types of graphic design (logotype, pictographs, lettermarks, symbols, combination marks and trademarks).
- Explore graphic design applications and analyse them visually.
- Motivate students to employ thought-provoking analysis and critical thinking skills.
- Study graphic design as a communication tool and the designer's role as a communicator.
- Evaluate and experiment with various design processes, methods and techniques.

Learning Outcomes:

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

1. Design and communicate with image, type, symbols, logos and logotypes.
2. Practice the fundamentals of visual identity as they are applied in 2D and 3D design.
3. Discuss graphic design as a visual language.
4. Analyze and discuss contemporary graphic design styles.
5. Identify categories of signs.
6. Design visual identity for an organization/institution/service.
7. Use computer and manual methods and techniques towards solving visual problem.

Course Content:

1. Graphic design, visual language, function
2. Layout - Analysis and meaning of design applications
3. Graphic designers and graphic styles
4. Logotype, Pictographs, Lettermarks, Symbols, Combination marks, Trademarks
5. Visual Identity
6. Brand identity
7. Visual analysis and applications
8. Stationary design
9. Visual identity and 3D graphic design
10. Introduction to packaging
11. Applications of identity on 3D surfaces
12. Practical appreciation of design processes, methods & techniques in the resolution of visual communication problems.

Learning Activities and Teaching Methods:

Lectures, Demonstrations, Group/individual tutorials, Major projects, One-day/week briefs, Exercises, Students' seminars and presentations, Critique-feedback and studio based discussions.

Assessment Methods

Projects, Students' seminars and presentations, Attendance

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
MORIOKA N. STONE T. ADAMS S.	Logo Design Workbook: A Hands-On Guide to Creating Logos	Rockport	2006	978-1592531929

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
WHEELER, A.	Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands	John Wiley & Sons	2006	978-0471746843
FIELL, P. AND C.	Graphic Design for the 21st Century.	Taschen	2003	8-3822825242
GARDNER, B. AND FISHEL, C.	Logolounge 2000 International Identities by Leading Designers	Rockport	2003	1564969096
POYNOR, R.	Obey the giant	Birkhauser	2001	978-3764385002
AYNSLEY, J.	A Century of Graphic Design	Octopus	2001	978-0764153242
MILLER, A. BROWN, J., CULLEN, C.	Global Graphics: Symbols	Rockport	2000	978-1564965127
FISHEL, C.	Redesigning Identity. Graphic design strategies for success	Rockport	2000	978-1564966247
CHERMAYEFF, I., GEISMAR, T. GEISSBUHLER, S.	Trademarks designed by Chermayeff and Geismar	Princeton Architectural Press.	2000	978-1568982564
NOBLE, I. AND BESTLEY, R.	Experimental Layout	RotoVision SA.	2001	978-2880466107
HELLER, S.	The Graphic Design Reader	Allworth Press.	2002	978-1581152142
HOLLAND, DK.,	Design Issues	Allworth Press.	2001	978-1581152029