



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-456	Negotiated Project in Graphic Design	6
Prerequisites	Department	Semester
DES-366, DES-376	Design and Multimedia	Spring
Type of Course	Field	Language of Instruction
Required	Graphic Communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Marianna Kafaridou	4 th
Mode of Delivery	Work Placement	Corequisites
Face to face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Encourage flexible thought processes including lateral and sequential thinking
- Acquire and develop skills and processes including studio craft, multimedia skills, market awareness and relevant contextual theoretical knowledge
- Enable students to manage a large scale project by devising their own research and design application strategies through tutorial consultation considering alternative and innovative solutions to communication problems, using image and text in a creative and experimental way
- Test individual ideas and solutions in a contemporary design arena
- Develop critical understanding of topics relevant to graphic communication and of the possibilities within the profession not only to solve information and communication problems, but to shape contemporary society in a positive way

Learning Outcomes:

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

1. Experiment, test and evaluate media, processes and environment towards the communication of graphic ideas
2. Use specialized software related to the needs of the project
3. Put into application the skills and knowledge that has been gained throughout the programme
4. Organize, produce and present an unconventional and exploratory piece of design work that communicates effectively through the combination of image, text and sound

5. Develop interpersonal, observational, communication, presentation skills and an ability to work with others
6. Present quality visual work describing coherently all the necessary stages towards the production of it by any medium, conventional or electronic

Course Content:

1. Communication design
2. Design of a creative brief
3. Visualization and the power of image
4. Preparation of portfolio & work for exhibition in the public domain
5. What is meant by creativity and why it is importance for graphic communication
6. Examples of design applications
7. The role of the designer in the globalized market
8. How to design with social responsibility
9. Design thinking for addressing problems and find solutions
10. Creative thinking techniques; modes of creative thinking in visual communication
11. Methods of physical interaction to communicate specific ideas (digital media, video, public art/design, performance, gaming, etc.)

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:

Major projects, one-day/week brief, research brief, students’ seminars and presentations

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Visual Research: An Introduction to Research	Russell Bestley and Ian Noble	Fairchild Books, 3rd edition	2016	978-1474232906

Methods in Graphic Design				
Visual Communication: From Theory to Practice	Jonathan Baldwin and Lucienne Roberts	AVA	2006	978-2940373093
The A - Z of Visual Ideas: How to Solve any Creative Brief	John Ingledeu	Laurence King	2011	978-1856697149
Graphic Design Thinking: Beyond Brainstorming	Ellen Lupton and Jennifer Cole Phillips	Princeton Architectural Press, 1 st edition	2011	978-1568989792

Gomez-Palacio, Bryony Vit, Armin, Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design, Beverly, Mass: Rockport Publishers, 2009, ISBN: 9781592534470. 97816

URL

<http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=571439&site=ehost-live>

Heller, Steven, Writing and Research for Graphic Designers: A Designer's Manual to Strategic Communication and Presentation, Beverly, MA: Rockport Publishers, 2012, ISBN: 9781592538041. 97816

URL

<http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=576513&site=ehost-live>

Armstrong, Helen, Graphic Design Theory: Readings From the Field, Princeton Architectural Press, 2009, ISBN: 9781616891237

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<http://site.ebrary.com/lib/unicosia/detail.action?docID=10453758&p00=graphic+design+theory%3A+readings+from+field>