



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

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| Course Code DES-456 | Course Title Negotiated Project in Graphic Design | ECTS Credits 6 |
| Department Design and Multimedia | Semester Spring | Prerequisites DES-366 |
| Type of Course Major | Field Graphic Communication | Language of Instruction English |
| Level of Course 1 st Cycle | Year of Study 4 th | Lecturer(s) Klimis Mastoridis |
| 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:

- Encourage flexible thought processes including lateral and sequential thinking
- Acquire and develop skills and processes including studiocraft, multi media 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, text and sound 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 Contents:

1. What is meant by creativity and why it is importance for graphic communication?
Examples of design applications.
2. Creative thinking techniques; modes of creative thinking in visual communication.
3. Image – sound - text; applications in visual communication.
4. Corporate Identity, corporate design, corporate culture and corporate communication.
5. Methods of physical interaction to communicate specific ideas (digital media, video, public art/design, performance, gaming, etc.).
6. Interactivity through physical engagement, human interaction, information beyond experience, movement memory.
7. Preparation of portfolio & work for exhibition in the public domain.

Learning Activities and Teaching Methods:

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| Lectures, demonstrations, projection of visual materials, practical exercises, assignments, individual instruction, site visits and group discussions. |
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Assessment Methods:

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| Course participation, Homework, Oral presentation, Projects, Exams. |
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Recommended Textbooks/Reading:

| Author/s | Title | Publisher | Year | ISBN |
|-------------------------|---|-----------------|------|----------------|
| Wilde, J. & R. | Visual Literacy: A Conceptual Approach to Graphic Problem Solving | Watson-Guptill | 2000 | 978-0823056200 |
| Crow, D. | Visible Signs | AVA Publishing | 2003 | 978-2940373215 |
| Noble, I. & Bestley, R. | Visual Research | AVA publishing | 2005 | 978-2940373208 |
| Gardner, H. | Art, mind and brain: a cognitive approach to creativity | Basic Books | 1984 | 978-0465004454 |
| BLACKWELL, L., | The end of print: The graphic design of David Carson, 2 nd ed. | Laurence King | 2000 | 978-1856692168 |
| Wozencroft, J. | The Graphic language of Neville Broody | Thames & Hudson | 1988 | 978-0500274965 |
| Barthes, R. | Image Music Text | Hill and Wang | 1978 | 978-0374521363 |