UNIVERSITY of NICOSIA

ECTS Syllabus

Course title	**Fundamentals of 2D Design**				
Course code	**GDES-116**				
Course type	**Compulsory**				
Level	**1st Cycle**				
Year / Semester	**1st**				
Teacher's name	**Maria Stavride**				
ECTS	6	**Lectures / week**	1/week	**Laboratories / week**	
Course purpose and objectives	The main objectives of the course are to: • Introduce the fundamental basics for organizing visual information in two-dimensional space. • Discuss the importance of principles and elements of two-dimensional space in graphic communication. • Analyze and practice the different aspects of the design process (thinking, observing, researching, implementing, evaluating and presenting) in the solution of a design problem. • Analyze and interpret the requirements of a project brief, conduct relevant research, and apply insights to develop solutions through studio practice.				
Learning outcomes	After completion of the course students are expected to be able to: 1. Apply the basic principles and methods of designing within 2D space to create effective visual compositions. 2. Analyze and evaluate the relationship between form and color within 2D space to understand their interaction and impact 3. Understand how textual and visual research techniques are utilized in the analysis, synthesis and evaluation of 2D space. 4. Demonstrate a creative ability, using a variety of media and materials to solve design problems. 5. Present practical work supported by research and a well-documented design process.				
Prerequisites	None		**Required**		
Course content	The design process, an introduction; The basic elements of Graphic Communication Unity; Focal Point & Visual Emphasis; Scale and Proportion; Balance				

	Symmetry/Asymmetry; Rhythm; Texture and pattern; Illusion of Space; Illusion of Motion; Colour Theories; Size, function and format.
Teaching methodology	Lectures, Tutorials, Group critics and discussions, Practical projects and short exercises.
Bibliography	Poulin, R., 2018, *The Language of Graphic Design: An Illustrated Handbook for Understanding Fundamental Design Principles*, 2nd ed., Rockport, 978-1631596179 *(e-book)* Lupton, E. and Phillips J.C., 2015, *Graphic Design the new basics*, 2nd ed., Princeton Architectural Press, 978-1616893323 Lauer, A. D., Pentak, S., 2015, Design Basics, 9th ed.Wadsworth Publishing, 9781285858227 Leborg, C., 2006, *Visual Grammar*, Princeton Architectural Press 9781568985817
Assessment	Exercises, projects, course portfolio, mid-term and final assessment, class participation and attendance.
Language	English