

## ECTS Syllabus

<b>Course title</b>	<b>Design for Impact</b>				
<b>Course code</b>	<b>GDES-476</b>				
<b>Course type</b>	<b>Compulsory</b>				
<b>Level</b>	<b>1<sup>st</sup> Cycle</b>				
<b>Year / Semester</b>	<b>4<sup>th</sup></b>				
<b>Teacher's name</b>	<b>Marianna Kafaridou</b>				
<b>ECTS</b>	6	<b>Lectures / week</b>	1/week	<b>Laboratories / week</b>	
<b>Course purpose and objectives</b>	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> <li>• Discuss the principles of graphic design for impact.</li> <li>• Examine how design for impact aligns with the social, environmental, and technological impactful challenges.</li> <li>• Develop impactful design solutions for diverse audiences through an iterative process.</li> <li>• Examine the structure and purpose of a comprehensive creative brief with clear and consistent objectives.</li> <li>• Plan a large-scale design project by devising the appropriate research and application strategies.</li> </ul>				
<b>Learning outcomes</b>	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the impact of design concerning societal, environmental, and technological issues, and the designer's role as a visual communicator.</li> <li>2. Apply the fundamental principles of design thinking and impact-oriented design.</li> <li>3. Prepare a creative brief and understand its role in guiding the process of a design project.</li> <li>4. Produce progress reports on ongoing projects, incorporating feedback to ensure alignment with project requirements.</li> </ol> <ol style="list-style-type: none"> <li>1. Use interpersonal, observational, communication, and presentation skills to collaborate effectively with stakeholders.</li> </ol>				
<b>Prerequisites</b>	Senior standing		<b>Required</b>		
<b>Course content</b>	<p>Communication Design and its impact in today's society – Case studies with interdisciplinary approaches; Design for Impact – Case studies of impactful design across various sectors; Design Thinking: Empathize, Define, Ideate, Prototype, Test; The</p>				

	role of the designer as a visual communicator; Defining the design proposal; Writing the creative brief – Identifying design objectives and audience needs.
<b>Teaching methodology</b>	Lectures, group/individual tutorials, projects and exercises, seminars, critique sessions and studio-based discussions.
<b>Bibliography</b>	<p>Cohen, A., Hoskins, D., 2024, <i>Design for a Radically Changing World</i>, Oro Editions, 978-1957183848</p> <p>Norman, D., 2023, <i>Design for a Better World: Meaningful, Sustainable, Humanity Centered</i>, The MIT Press, 978-0262047951</p> <p>//</p> <p>Recommended Textbooks / Readings:</p> <p>McTigue, K., Rucker, D., 2021, <i>How to Write an Inspiring Creative Brief, 3<sup>rd</sup> edition: A Creative's Advice on the First Step of the Creative Process</i>, BookBaby, 978-0578808758</p> <p>Stevens, R., 2020, <i>Powered by Design: An Introduction to Problem Solving with Graphic Design</i>, Rocky Nook, 978-1681985985</p> <p>Dowling, Y. S., 2020, <i>The Four Day Creative Brief: A Practical Guide for Writing an Inspiring One</i>, Tablo Pty Ltd, 978-1922405685</p> <p>Heller, S., Vienne, V., 2018, <i>Citizen Designer: Perspectives on Design Responsibility</i>, 2nd ed., Allworth, 978-1621536406</p> <p>McQuiston, L., 2015, <i>Visual Impact: Creative Dissent in the 21st Century</i>, Phaidon Press, 978-0714869704</p>
<b>Assessment</b>	Major projects, one-day/week brief, student progress reports and presentations, attendance and class participation.
<b>Language</b>	English