



**AMERICAN UNIVERSITY
OF CYPRUS**

Course Code VCD 101	Course Name Design Systems for Visual Perception	ECTS Credit 6
Pre-Requisite -	Course Type Compulsory	Language of Instruction English
Year of Study 1 st	Level of Course 2 nd Semester	Mode of Delivery On Campus

Course Objectives:

In this introductory course in visual culture, students explore the holistic perspective of visual perception and focus on strategies to utilize design as a means of communication through different mediums. After an introduction to the foundational design concepts and methodologies of the visual language culture, this course develops the designer's visualization and ideation skills by utilizing design processes. Students will apply self-directed creative design strategies to explore how form, function, and content interrelate to create meaning in the communication of ideas. The course develops a conceptual awareness of their perceptual skills as the perception of space, the perception of objects, and the perception of the relationships among objects which constitute the wholeness of space.

Learning Outcomes:

- Understand the basic elements of visual perception, and develop a speculative and critical thinking of visual culture.
- Understand the basic design processes used to communicate ideas through different mediums.
- Understand the basic elements of visual composition, and the design strategies used to express the content, objective, and principles of design projects.
- Understand that aesthetics constitutes an integral part of design.
- Develop their conceptual awareness of their perceptual skills to generate their ideas.
- Develop creative skills in expressing and communicating their design projects both to specialized and non-specialized audiences.

Teaching Methodology:

- Conceptual models and drawings
- Lectures
- Attendance and participation in class
- Monitor discussions
- Solving unstructured questions and case studies
- Brief oral presentation before starting a new chapter and reply to queries from students
- Homework for revision purposes
- Interaction and collaborative learning
- Guest speakers

Course Content:

The course includes both lectures and individual projects which explore:

- The understanding of basic elements, principles, and processes of spatial assemblages.
- The basic elements (axis, symmetry, hierarchy, rhythm) and how they apply from architecture to product design.
- Their properties, tendencies, and capacities of spatial assemblages along with their correlations are studied and analyzed to create a visual object.
- Visual strategies are examined and applied to different projects to highlight or undermine visual elements according to the design intentions.
- The basic human sensory perceptions and emotions generated by how people and objects act on each other by identifying issues in design and extracting ideas from them.

In addition to the research on the basic elements, principles, and processes of visual perception and communication of design, students analyze and develop representational skills to better depict the design intentions of designed spaces and objects.

Assessment Methods:

Participation, Midterm Exam, Final Exam

Required Textbooks/Reading:

Title	Author(s)	Publisher	Year
Designing design: Kenya Hara.	Hara, K., Edelkoort, L., Maeda, J., Morrison, J., & Fukasawa, N.		2011
Drawing Architecture. J	Spiller, N		2013
Visual Communication Design.	Davis, Meredith, and Jamer Hunt		2017
Speculative Everything: Design, Fiction, and Social Dreaming	Dunne A., Raby F.,	MIT Press	2019