

Course Title	<b>Contemporary Theories in Graphics II</b>				
Course Code	<b>TGR428</b>				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	4th / Spring				
Teacher's Name	Mariandrie Chrysostomou				
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	The aim of the course is to stress students' critical view on the evolution of the Graphic Design and make them familiar with its contemporary theories.				
Learning Outcomes	<p>1. Engage on a research on an Art and Design Movement of the 20th century. Creative thinking is encouraged and critical judgement that derives from a thorough research.</p> <p>2. Understand contemporary aspects of graphic design, including advertising, illustration, photography, printing, the poster and typography. Theory and research is used extensively for understanding not only the aesthetic, but also the socio- political issues of the post-modern conditions with the necessary individual critical mind.</p> <p>3. Develop an advanced level of understanding and ability in research and visual analysis with a high level of visual awareness enriched with the historical content. Building students' confidence and visual intelligence by infusing an all-round knowledge of art and design into their work and mind.</p> <p>4. Recognise, understand, appreciate and form a critical view on early the 21st century contemporary art and design, issues on globalism and individuality along with socio-political situation on the world scene that affect all aspects of contemporary life.</p> <p>5. Evaluate contemporary awarded advertisements from all over the world including issues of the post-modern social and political conditions. Selected art films are also viewed to build an alternative and critical mind as well as a closer look on historical and contemporary art and design personalities as well as new emerging designers.</p>				

Prerequisites	-	Required	-
Course Content	<p>The final two decades of the 20th century are introduced with emphasis not only on art and design but also on the socio-political historical events of those two very important last twenty years of the 20th century. The course continues with the early 21st century and the latest art and design developments. Critical thinking is encouraged and students are involved in extensive discussions in class concerning contemporary issues of the postmodern condition with global significance and impact. Leading personalities in art and design are introduced and presented in class.</p>		
Teaching Methodology	<p>Main teaching method concentrates around a series of illustrated lectures. A program of prescribed reading and viewing also forms another element, which is intended to reinforce and extend the knowledge of the student group. Attention is given to the appreciation of each era within the visual arts, but inspiration and a wider knowledge is encouraged in areas of art and design like architecture, industrial form, fashion design, photography.</p> <p>Enriched knowledge through screenings in class.</p>		
Bibliography	<p>Visual Arts in the 20th Century, Lucie-Smith Eduard, 1996 Laurence King Typography, When, Who, How, Friedrich Friedl, Nicolaus Ott, Bernard Stein, 1998 Konemann.</p> <p>Graphic Design-A Concise History, Richard Hollis, 1994 Thames and Hudson. Graphic Design Now, Charlotte &amp; Peter Fiell, 2005 Taschen.</p> <p>Movements in Art since 1945, Issues and Concepts, Edward Lucie-Smith, 1995 Thames and Hudson.</p>		
Assessment	<p>Design Intelligence 40%, Research and Methodology 20% Experimentation and Analysis 20% Time management and Presentation 20%</p>		
Language	English		