

Course Title	Graphic Design I				
Course Code	GDS111				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	1st Year/ Fall				
Teacher's Name	Thomas Fotiadis, Christina Skouloudi				
ECTS	5	Lectures / week	4	Laboratories / week	0
Course Purpose and Objectives	The course offers an introduction to the techniques and visual language of graphic design. The fundamental concepts in form, composition, and typography are investigated. Moreover, digital production techniques are presented..				
Learning Outcomes	<p>The student will be able at the end of the course to:</p> <p>Identify the basic graphic design elements; line, shape, texture, space, size.</p> <p>Identify and employ composition and layout principles such as: emphasis, balance, rhythm, and unity within a given project.</p> <p>Employ basic graphic design element principles; line, shape, texture, space, size within a given project work.</p> <p>Integrate sketchbook development, experimentation and play into the graphic design process by employing several media such as drawing, painting, collage and the copy machine.</p> <p>Develop and convert rough ideas, sketches and compositional experiments to final work through extensive work and sketchbook development.</p> <p>Assess project work development through comments and discussions on a group presentation</p>				
Prerequisites	-	Required	Graphic Design II Graphic Design III Graphic Design IV		
Course Content	Introduction to Graphic Design Basics: The basic graphic design elements, basic typeface anatomy and typeface classifications . Introduction to the Graphic Design practice: practical hand-skilled work through workshops. Experimentation with visual imaging, production and				

	manipulation of type via hand and mechanical means. Critical Judgment development: Group critiques and visually based debates.
Teaching Methodology	Student-centered practical work, personal research, realization and manipulation in project work. Rendering workshops and studio based facilities. Visual research and reading.
Bibliography	Ellen Lupton, Thinking With Type: A Critical Guide for Designers, Writers, Editors, & Students, Princeton Architectural Press; 1 edition (September 9, 2004) Ellen Lupton, Graphic Design: The New Basics, Princeton Architectural Press; 1 edition (March 20, 2008) Armin Hofman, Graphic Design Manual, Principles & Practice, Niggli Verlag 1965 Emil Ruder, Typographie, 5 th Edition, Verlag Arthur Niggli AG 2002
Assessment	Design Intelligence 40% Research and Methodology 20% Experimentation and Analysis 20% Final Exam-Time management and Presentation 20%
Language	English