

Course Title	Graphic Design IV				
Course Code	GDS214				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	3rd Year/ Spring				
Teacher's Name	Christina Skouloudi				
ECTS	5	Lectures / week	4	Laboratories / week	0
Course Purpose and Objectives	<p>To further employ a good sense of layout, a creative integration of image and type, a good understanding of colour coordination, a good use of typefaces, an experimental application of typography through a series of assignments engaging various processes such as collage, drawing, photography, painting, 2D and 3D illustration techniques etc. To experiment creatively with type and the formal and theoretical parameters which underlay the used of it in assignments engaging design tasks such as a logotype and the visual identity of a person or an organisation To defend their visualizing skills and argue their conceptual and visual decisions both visually and verbally in group presentations using advanced creative means To create visual and conceptual proposals and further develop methods of decoding meanings and understandings engaging innovative research underlying the socio-cultural matrix in an individual/personal way</p>				
Learning Outcomes	<p>To create visual and conceptual proposals and further develop methods of decoding meanings and understandings engaging innovative research underlying the socio-cultural matrix in an individual/personal way.</p> <p>To experiment creatively with type and the formal and theoretical parameters which underlay the use of it in assignments engaging design tasks such as a logotype and the visual identity of a person or an organisation.</p> <p>To defend their visualizing skills and argue their conceptual and visual decisions both visually and verbally in group presentations using advanced creative means.</p>				
Prerequisites	Graphic Design I Graphic Design II Graphic Design III	Required	-		

	Graphic Design IV		
Course Content	<p>The Logotype and the Visual Identity. Describe the fundamentals of minimizing an image. Explain the need for simplifying complex shapes. Produce a powerful visual form as a mediator for the information that is required to be transmitted. Conduct experimentations with form and deconstruct an image with the outcome of re-generating sequential graphic sub-elements. Combine Functionality and creativity. Distinguish corporate stationery that work and merge corporate and creative design. Relate process and concept behind the final work. Design on principles and professional production. Preparing and designing a Thesis. Conduct research in Art and Design, identifying needs, target audiences in accordance to achieve clear communication. Describe methods of research and analysis of research methodology. Locate the need for proposal writing. Identify a proposal and provide a preparation. Label the fundamentals of editorial design. Explain grid and systems in graphic design. Making and breaking the grid. Explain post production and prepare work for professional printing and binding. Identify the right materials. Show and review the work for presentation and the final critique</p>		
Teaching Methodology	<p>Students will study and explore the variety of methods, which may be employed by a graphic designer in the identification, analysis, and solution of communication problems. Students will develop methods of approaching visual communication problems, always addressing the issue of understanding the 'problem solving process'. Introduction to systems of type measurement and copy-fitting will be given. The project work will cover a variety of experiences for student response, including working individually or as part of a team.</p>		
Bibliography	<p>1. LOGO, MICHAEL EVAMY, LONDON, LAURENCE KING PUBLISHING, 2007 2. TYPOGRAPHIC SYSTEMS, KIMBERLY ELAM, NEW YORK, PRINCETON ARCHITECTURAL PRESS, 2007 3. EXPERIMENTAL LAYOUT, IAN NOBLE, RUSSELL BESTLEY, EAST SUSSEX, ROTOVISION, 2002</p>		
Assessment	Project 1 50% Project 2 50%		
Language	English		