ΔΙΠΑΕ CYQAA ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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Course Title	**Graphic Design II**
Course Code	**GDS112**
Course Type	**Compulsory**
Level	Bachelor
Year / Semester	1st Year/ Spring
Teacher's Name	Thomas Photiadis, Christina Skouloudi

ECTS	5	Lectures / week	4	Laboratories / week	0

Course Purpose and Objectives	Employ type as means of communication. Integrate rules and applications of: letter - word - line - column - layout - scale - color - style - size.
	Implement research and analysis in the Graphic Design practice in order to encode and decode various concepts/issues and to present visual solutions.
	Describe the evolution of graphic arts practice throughout the centuries. (From the Sumerians to the late 20th Century). Identify various artistic/ typography styles and movements of the first half of the twentieth century.
	Develop & Convert Information, research, rough ideas, sketches compositional experiments imagery and typography to final work through extensive work and sketchbook development in order to communicate.
	Integrate sketchbook development, experimentation and play into the graphic design process by employing several media such as drawing, painting, collage and the copy machine.
	Assess project work development through comments and discussions on a group presentation
Learning Outcomes	Graphic Communication: Students will be familiarized with current technological processes and specific projects emphasizing the use of type as a means of communication.Experimentation will be encouraged so that students develop a visual sensitivity to form. Introduction to Poster design Basics: Introduction of rules and applications of: letter - word - line - column - layout - scale - colour - style - size. Students will be practically introduced to the application of type on: poster - magazine - newspaper – leaflet. Introduction to the History Of Graphic Design: Students will study and investigate the typographic principles and history of type and the alphabets, concentrating on the background history of typography, the development of the letterform from hieroglyphics to contemporary styles. Critical Judgment development: Group critiques and visually based debates

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| Prerequisites | Graphic Design I | Required | Graphic Design III |
			Graphic Design IV
Course Content	Graphic Communication: Students will be familiarized with current technological processes and specific projects emphasizing the use of type as a means of communication. Experimentation will be encouraged so that students develop a visual sensitivity to form. Introduction to Poster design Basics: Introduction of rules and applications of: letter - word - line - column - layout - scale - colour - style - size. Students will be practically introduced to the application of type on: poster - magazine - newspaper – leaflet. Introduction to the History Of Graphic Design: Students will study and investigate the typographic principles and history of type and the alphabets, concentrating on the background history of typography, the development of the letterform from hieroglyphics to contemporary styles.		
Teaching Methodology	Illustrated lectures, practical workshops, exercises, and group critiques. Student centered practical work, personal research, realization and manipulation in project work. Slide presentation and discussions on the history of typography Type evolution and graphic arts practice throughout the centuries.		
Bibliography	Graphic communication, Twyford John, England, John Twyford, 1981. Fingerprint: The Art of Using Handmade Elements in Graphic Design, Chen Design Associates, How Design Books, 2006. Handwritten: Expressive Lettering in the Digital Age, Steven Hellen, Thames & Hudson, 2006 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)		
Assessment	Design Intelligence 40% Research and Methodology 20% Experimentation and Analysis 20% Final Exam-Time management and Presentation 20%		
Language	English		

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