Course Title	**DESIGN SYSTEMS FOR VISUAL PERCEPTION**				
Course Code	**VCD 101**				
Course Type	**Compulsory**				
Level	Undergraduate				
Year / Semester	Year 1 / Semester 2				
Teacher's Name	Panagiotis Roupas				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	In this introductory course in visual culture, students explore the holistic perspective of visual perception and focus on strategies to utilise design as a means for communication through different mediums. After an introduction in the foundational design concepts and methodologies of the visual language culture this course develops the designer's visualisation and ideation skills by utilising design processes. Students will apply self-directed creative design strategies so as to explore how form, function and content interrelate in order 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, the perception of the relationships among objects which constitute the wholeness of space.				
Learning Outcomes	Upon completion of the course students will: - Understand the basic elements of visual perception, and develop a speculative and critical thinking of visual culture. - Understand the basic design processes used in order to communicate ideas through different mediums. - Understand the basic elements of visual composition, the design strategies used in order 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 in order to generate their own ideas. - Develop creative skills in expressing and communicating their design projects both to specialized and non-specialized audiences.		
Prerequisites	-	Required	-
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 analysed in order to create a visual object. - Visual strategies are examined and applied to different projects so as to highlight or undermine visual elements according to the design intentions. - The basic human sensory perceptions and emotions generated by the ways in which people and objects act on each other by identifying issues in design, adn extract ideas from them. In addition to the research on the basic elements, principles and process of visual perception and communication of design, students analyze and develop representational skills in order to better depict the design intentions of designed spaces and objects.		
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		
Bibliography	Hara, K., Edelkoort, L., Maeda, J., Morrison, J., & Fukasawa, N. (2011). *Designing design: Kenya Hara*. Baden: Lars Müller. Spiller, N. *Drawing Architecture*. John Wiley & Sons, 2013.		

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CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

	Davis, Meredith, and Jamer Hunt. *Visual Communication Design.* Bloomsbury Visual Arts 2017 Dunne A., Raby F., *Speculative Everything: Design, Fiction, and Social Dreaming.* The MIT Press. 2013
Assessment	Participation 20% Midterm Review 30% Final Review 50%
Language	English