COURSE OUTLINE

1. GENERAL

SCHOOL	ENGINEERING
DEPARTMENT	PRODUCT AND SYSTEMS DESIGN ENGINEERING
LEVEL OF STUDIES	Undergraduate
COURSE CODE	5206 **SEMESTER** 9
COURSE TITLE	Graphic Design

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
Lectures and Lab exercises	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background, skills development.
PREREQUISITE COURSES:	NONE
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK/ENGLISH
COURSE DELIVERED TO ERASMUS STUDENTS	YES
MODULE WEB PAGE (URL)	https://eclass.uowm.gr/

2. LEARNING OUTCOMES

Learning outcomes

A study of two-dimensional (2-D) design with emphasis on the visual communication design process. Topics include basic terminology and graphic design principles, introduction to the fundamentals of design that lead to the discovery and comprehension of the visual language. Form, balance, structure, rhythm, and harmony are studied in black and white and in color. Various media will be used. Foundation laid for advanced courses in design.

Graphic Design is a foundation course that develops a student's ability to analyze design using basic principles and theory applicable to all forms of art. The course is based on the application of the fundamental elements of art. The student is introducing to tools and techniques used in today's communication industry. This course lays the foundation for more advanced design courses.

On successful completion of this module the learner will be able to:

- solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.
- describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.
- create and develop visual form in response to communication problems, including an understanding of principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.
- understand the of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, offset printing, photography, and time-based and interactive media.
- understand the of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.
- understand of basic business practices, including the ability to organize design projects and to work productively as a member of teams.

General Skills

Upon successful completion of the program students will:

- have the theoretical and practical background of basic principles and fundamentals in visual art and design.
- develop basic applications using tools and theory used in design process.
- understand the creative process, develop techniques and methods of creative problem solving.
- use terminology necessary to communicate concepts and theory in art and design.
- create computer-based projects using special graphic software programs.

3. COURSE CONTENTS

- Introduction to Modern Graphic Design
- Design Building Blocks Essentials
- Typography
- Color and Color Theory
- Advertisements, Publications, Photography and Visual Identity
- Logotype Shape Designs and Organization of Documents
- Layout Design and Collage
- Graphics Enhancement and Systems
- Preparing your Portfolio and Course Consolidation

4. TEACHING METHODS - ASSESSMENT

MODE OFDELIVERY	In class, face to face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	• Video and slide presentations via projector • Support of teaching process via the electronic platform e-class • Communication with students.
TEACHING METHODS	*(see table below)*

ASSESSMENT METHODS	Lab exercise which includes:
	   I. Homework exercises
	   II. Exercises in the class
	   III. Coursework for portfolio built
	
	Final written exam which includes:
	   i. Short-answer questions
	   ii. Multiple choice questions
	   iii. Problem solving

Activity	*Semester workload*
Lectures	100
Non-directed study	25
Lab exercises	25
Course total	**150**

5. ATTACHED

- Suggested bibliography:

1. Βιβλίο [102072449]: Σχεδιασμός Προϊόντων, Κυράτσης Παναγιώτης, Ευκολίδης Νικόλαος, Μηνάογλου Πρόδρομος, Μανάβης Αθανάσιος Λεπτομέρειες
2. Βιβλίο [102071669]: Βιομηχανική Μορφοδοσία Design, Κουζέλης Αθανάσιος Λεπτομέρειες
3. Class notes