

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SOCIAL SCIENCES		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF CULTURAL TECHNOLOGY AND COMMUNICATION		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	3PANT 100	<b>SEMESTER</b>	3rd
<b>COURSE TITLE</b>	GRAPHIC DESIGN I		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>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</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Core Course/General Background/Skills Development		
<b>PREREQUISITE COURSES:</b>	None		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	Yes		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.aegean.gr/courses/131119/">https://eclass.aegean.gr/courses/131119/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>● <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>● <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>● <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>After the completion of the specific course students will be able to:</p> <ul style="list-style-type: none"> <li>● Understand the design methodology</li> <li>● Understand the simplification of form.</li> <li>● Understand the semantics of the basic design elements of composition such as point, line, shape and color</li> <li>● developed a contact with analytical typefaces, their families and their use in synthesis</li> </ul> <p>The course aims to develop student's familiarity with the principles of graphic design and develop their personal creative ways to successfully solve the problems of visual communication</p>
<p><b>General Competences</b></p> <p><i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma</i></p>

Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology  
 Adapting to new situations  
 Decision-making  
 Working independently  
 Team work  
 Working in an international environment  
 Working in an interdisciplinary environment  
 Production of new research ideas

Project planning and management  
 Respect for difference and multiculturalism  
 Respect for the natural environment  
 Showing social, professional and ethical responsibility and sensitivity to gender issues  
 Criticism and self-criticism  
 Production of free, creative and inductive thinking  
 .....  
 Others...  
 .....

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working independently
- Team work
- Production of new research ideas
- Project planning and management
- Criticism and self-criticism
- Production of free, creative and inductive thinking

**(3) SYLLABUS**

Graphic Design 1 course refers to the use of design elements and principles and the decision making using the visual language of a designer. Topics include basic terminology and graphic design principles, an introduction to the fundamentals of graphic design that lead to the discovery and comprehension of the visual language. More specifically, form and composition issues are being examined and their value during the designing process, balance, structure, rhythm, and harmony. Furthermore, basic principles of color theory and its semiotics are studied as well as Typography fundamentals and typographic grid.

Lectures	
1.	Introduction - Presentation of course objectives - Description of lectures
2.	Point - Line
3.	Shape - Plane - Form
4.	Composition Exercise
5.	Color Semiotics
6.	Color - Texture
7.	Color Exercise
8.	Typographic Elements
9.	Typography
10.	Typography Exercise
11.	Photographic Image
12.	Final Exercise
13.	Revision – Projects evaluation

(4)

**(4) TEACHING and LEARNING METHODS - EVALUATION**

<b>DELIVERY</b>	Face-to-face
<i>Face-to-face, Distance learning, etc.</i>	

<p><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> Use of ICT in teaching, laboratory education, communication with students</p>	<p>Use of ICT in teaching, communication with students and for laboratory education.</p>														
<p><b>TEACHING METHODS</b> The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.  The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</p>	<table border="1"> <thead> <tr> <th>Activity</th> <th>Semester workload</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>13 *3 hours = 39 hours</td> </tr> <tr> <td>Lectures' study</td> <td>13*3 hours = 39 hours</td> </tr> <tr> <td>Preparation of Semester Project</td> <td>13*1 hours = 13 hours</td> </tr> <tr> <td>Semester Project</td> <td>13*3 hours = 39 hours</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td>130 hours</td> </tr> </tbody> </table>	Activity	Semester workload	Lectures	13 *3 hours = 39 hours	Lectures' study	13*3 hours = 39 hours	Preparation of Semester Project	13*1 hours = 13 hours	Semester Project	13*3 hours = 39 hours			Course total	130 hours
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<p><b>STUDENT PERFORMANCE EVALUATION</b> Description of the evaluation procedure  Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other  Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	<p>The assessment of students is composed by the evaluation of the semester's exercises and the grading of the final semester project, delivered by public presentation to a specific date during the exam's period. Exercises are posted during the semester in the course's area in e-class (eclass.aegean.gr) and are accessible directly by the students.</p>														

## (5) ATTACHED BIBLIOGRAPHY

- Προτεινόμενη Βιβλιογραφία:

- «DESIGN & LAYOUT", David Dabner, Σαββάλα 2004
- «Εισαγωγή στη Σημειολογία», Μαρία Χαλεβελάκη, Καστανιώτης 2010
- "Σημείο, γραμμή, επίπεδο", Wassily Kandinsky, Δωδώνη 1996
- "Τέχνη και οπτική αντίληψη", Rudolf Arnheim, Θεμέλιο 2005

- Συναφή επιστημονικά περιοδικά:

- <http://www.designmag.gr>
- <http://www.howdesign.com>
- <https://www.creativereview.co.uk>