

COURSE OUTLINE

(1) GENERAL

SCHOOL	SOCIAL SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF CULTURAL TECHNOLOGY AND COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	3PANT 109	SEMESTER	4th
COURSE TITLE	GRAPHIC DESIGN II		
INDEPENDENT TEACHING ACTIVITIES <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>		WEEKLY TEACHING HOURS	CREDITS
Lectures		2	3
Laboratory Exercises		2	3
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		4	6
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Core Course/General Background/Skills Development		
PREREQUISITE COURSES:	GRAPHIC DESIGN I		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/131161/		

(2) LEARNING OUTCOMES

Learning outcomes <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> <i>Consult Appendix A</i> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
After the completion of the specific course students will be able to: <ul style="list-style-type: none"> • Conduct Research on concept visualization • Develop an understanding of the critical relationship between product, communication, and logo design • Use the research results into the design process based on different means of presentation • Design Logo and coherent visual identity • Applying basic rules of typography in connection with the selected corporate identity • Develop critical ability to the proper selection of visual media presentation concepts • Develop an understanding of the different components of a corporate identity and the designer's role in developing it
General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma 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	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

<ul style="list-style-type: none"> • 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

The proper application of the visual communication and visualization rules, in practice, for creating visual identity is an important field of research and engagement in Graphic Design. The course «Graphic Design II» is a first approach of basic graphic applications of a promotional campaign, analyzing the strategy (branding) and the role of visual corporate identity on the profile of a company or organization. The course process, with laboratory exercises and presentation of examples oriented to the creation of specific design concepts sets the basis for logo design. At the same time, the adjustment of corporate identity in print and digital applications such as cards, letterheads, brochures, websites, etc., is being reviewed.

Lectures	
1.	Introduction - Presentation of course objectives - Description of lectures
2.	Branding
3.	Visual Corporate ID
4.	Research Exercise
5.	Applications of Corporate ID
6.	Poster Design
7.	Poster Exercise
8.	Digital Application Design and Terminology
9.	Research Exercise
10.	Digital Application Exercise
11.	Case Studies of visual Corporate IDs
12.	Final Exercise
13.(4)	Revision – Projects evaluation

(5) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching, communication with students and for laboratory education.	
TEACHING METHODS <i>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</i>	Activity	Semester workload
	Lectures	13 *4hours = 52 hours
	Lectures' study	13*2 hours = 26 hours
	Preparation of Semester Project	13*3 hours = 39 hours
	Semester Project	13*3 hours = 39 hours
	Course total	156 hours
STUDENT PERFORMANCE EVALUATION <i>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.</i>	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.	

(6) ATTACHED BIBLIOGRAPHY

- DESIGN & LAYOUT, David Dabner, Σαββάλα 2004
- Εισαγωγή στη Σημειολογία, Μαρία Χαλεβελάκη, Καστανιώτης 2010
- SIGNS AND SYMBOLS. Frutiger A., STUDIO EDITIONS, LONDON
- THE BIG BOOK OF LOGOS 3. David Carter, HARPER COLLINS PUBLISHERS, N.Y. 2003.
- DESIGNING BRAND INDENTITY: AN ESSENTIAL GUIDE FOR THE WHOLE BRANDING TEAM 3. Alina Wheeler, JOHN WILEY & SONS. 2009