

COURSE MODULE OUTLINE

General information

SCHOOL	SCHOOL OF APPLIED ARTS AND SUSTAINABLE DESIGN		
PROGRAM COURSE	Graphic Arts – Multimedia		
LEVEL OF STUDY	Postgraduate studies		
COURSE UNIT CODE	GTP50		
COURSE TITLE	Art and Communication in Graphic Arts		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	total	CREDITS
Weekly work hours : 26 h x 32 weeks	26h/w	840h/y	30 ECTS
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE Compulsory, Optional, Optional mandatory	Compulsory		
PREREQUISITE COURSES:	There aren't prerequisites courses		
LANGUAGE OF INSTRUCTION AND EXAMS:	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://www.eap.gr/education/postgraduate/annual/graphic-arts-multimedia/topics/#g50		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

With the successful completion of the course unit the student will be able to:

- Understand the visual language and code as a powerful tool for communication.
- Gain a broader perception of the history of art and understand it's reflection in the contemporary creative process and the role of citation and appropriation in art.
- Gain knowledge of the history theory and practice of visual design as well as the theories of Communication and Semiotics of Media and Culture, so that they are able to appreciate the role of media in the creative process and its outcomes.
- Analyze, interpret, and recognize the special characteristics concerning the historic and social aspects of the work of art in question.
- Understand through the application of theory the ways that media reflect and shape the societies that produce them.
- Develop visual thinking to recognize the styles and codes, ta keys and the methods used by the artists and the designers.
- To interpret, evaluate and criticize works of art and design and to develop the tools for their own compositions.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social</i>	<i>.....</i>
<i>Introduction of innovative research</i>	<i>awareness, altruism etc.)</i>

With the successful completion of the Course Unit the student will have further developed the following general skills:

- Research, analysis and synthesis of data and information, using necessary technologies.
- Adaptation to new conditions
- Decision making
- Autonomous work
- Work in an interdisciplinary environment
- Generation of new research ideas
- Project planning and management
- Exercise critical thinking and self-criticism
- Promotion of free, creative, and inductive thinking

(3) COURSE CONTENT

The Course Unit “ Art and Communication in graphic arts” aims to provide specialized knowledge in the broader scientific and modern cognitive subject of Graphic Arts Technology and Multimedia. The curriculum harmoniously combines knowledge: a) in the field of arts and visual creation, communication design and creative design for print and electronic media with the help of visual communication, b) in the broader scientific and technological field of graphic arts, publishing, printing, typography and packaging, and with the study of the fields of design of web applications, interactive design systems and interface design. In particular, the Programme of Studies aims to offer students the opportunity to cultivate their creativity and acquire knowledge and skills in the creative design of printed and electronic media, in the administrative, managerial, technological and production processes of graphic arts, publishing, printing, design and production of packaging, as well as in the design and development of multimedia applications and web applications with emphasis on the study of interactive systems and applications.

The Course Unit “ Art and Communication in graphic arts” offers comprehensive and up-to-date scientific knowledge in the above fields, so that its graduates are able to support similar applications that often arise in their professional or artistic activity.

Scientific fields of the course unit:

- History of Art-history of graphic arts and of Greek printed material
- Visual communication
- Color-basic principles of visual studies
- Visual perception

(3) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance teaching and distance learning with 5 meetings during the academic years on weekends.																						
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	For the meetings and projects, we will be using: Στις ΟΣΣ ή/και στις εργασίες χρησιμοποιούνται: <ul style="list-style-type: none">• Distance meeting tools (cisco webex),• Presentation software (PowerPoint),• Specialized software for the teaching needs. Additionally, students will use office tools, browsers, and e-readers																						
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	<table border="1"><thead><tr><th data-bbox="683 721 1015 759">Activity/Method</th><th data-bbox="1018 721 1340 759">Annual workload</th></tr></thead><tbody><tr><td data-bbox="683 763 1015 801">5 meetings (x 4 hours)</td><td data-bbox="1018 763 1340 801">20</td></tr><tr><td data-bbox="683 806 1015 875">Written papers (5 papers x 40 ώρες)</td><td data-bbox="1018 806 1340 875">200</td></tr><tr><td data-bbox="683 880 1015 949">Study and analysis of bibliography</td><td data-bbox="1018 880 1340 949">125</td></tr><tr><td data-bbox="683 954 1015 992">project</td><td data-bbox="1018 954 1340 992">50</td></tr><tr><td data-bbox="683 996 1015 1034">Exams</td><td data-bbox="1018 996 1340 1034">3</td></tr><tr><td data-bbox="683 1039 1015 1077">Individual study</td><td data-bbox="1018 1039 1340 1077">440-450</td></tr><tr><td data-bbox="683 1081 1015 1151">Total workhours of the Course Unit</td><td data-bbox="1018 1081 1340 1151">840</td></tr><tr><td data-bbox="683 1155 1015 1193"></td><td data-bbox="1018 1155 1340 1193"></td></tr><tr><td data-bbox="683 1198 1015 1236"></td><td data-bbox="1018 1198 1340 1236"></td></tr><tr><td data-bbox="683 1240 1015 1279"></td><td data-bbox="1018 1240 1340 1279"></td></tr></tbody></table>	Activity/Method	Annual workload	5 meetings (x 4 hours)	20	Written papers (5 papers x 40 ώρες)	200	Study and analysis of bibliography	125	project	50	Exams	3	Individual study	440-450	Total workhours of the Course Unit	840						
	Activity/Method	Annual workload																					
	5 meetings (x 4 hours)	20																					
	Written papers (5 papers x 40 ώρες)	200																					
	Study and analysis of bibliography	125																					
	project	50																					
	Exams	3																					
	Individual study	440-450																					
Total workhours of the Course Unit	840																						

<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Written papers and project during the academic year, The final grade is formed by the mean grade of the written papers and project up to 40%, and the grade achieved at the final exams which constitutes the 60%.</p> <p>All these criteria are posted in the portal: study.eap.gr as well as the general regulations of the Postgraduate program https://www.eap.gr/education/study-regulations/</p>
---	---

(4) SUGGESTED BIBLIOGRAPHY:

<p><i>- Suggested bibliography</i></p> <p><i>Open University Editions – the volumes of educational material of the Thematic Unit</i></p> <p>Wiki: With the addition of digital and multimedia content , which can be found in study.eap.gr</p>
--