

## COURSE MODULE OUTLINE

### General information

<b>SCHOOL</b>	SCHOOL OF APPLIED ARTS AND SUSTAINABLE DESIGN		
<b>PROGRAM COURSE</b>	GRAPHIC ARTS -MULTIMEDIA		
<b>LEVEL OF STUDY</b>	POSTGRADUATE		
<b>COURSE UNIT CODE</b>	<b>GTP51</b>	<b>YEAR OF STUDY</b>	1 <sup>st</sup>
<b>COURSE TITLE</b>	GRAPHIC DESIGN		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY TEACHNG HOURS</b>	<b>CREDITS</b>
<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 effort in hours: 26 hours x 32 weeks		840 p.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>			
<b>COURSE TYPE</b>	COMPULSORY		
	Compulsory, Optional, Optional mandatory		
<b>PREREQUISITE COURSES:</b>	There are no prerequisites for this course		
<b>LANGUAGE OF INSTRUCTION AND EXAMS:</b>	GREEK		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	NO (ANNUAL COURSE)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.eap.gr/education/postgraduate/annual/graphic-arts-multimedia/topics/#g51">https://www.eap.gr/education/postgraduate/annual/graphic-arts-multimedia/topics/#g51</a> (online course space for students, -coded access -, available in <a href="http://study.eap.gr">http://study.eap.gr</a> )		

## (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*

Upon successful completion of the thematic unit the student:

- will become familiar with the elements used in the creation of two-dimensional visual design – in print or digital form. They will become familiar with representative fields and forms of application of graphic design.
- will be able to refer to the evolution of typographic elements and the development of graphic design.
- will be able to make a semantic analysis of a photographic image.
- will be able to carry out design experiments, of an aesthetic nature, with the composition and selection of typographic elements. they will also experiment with the composition and selection of photography. the will experiment in composing an image with a specific communication objective and message.
- will be able to apply the use of typographic, graphic and photographic elements to visual communication design.
- will be able to design using the basic elements and principles of composition. They will be able to apply their creativity and gain skills in visual communication using different media, whether print or digital.
- will be able to judge and evaluate her own and others' designs in relation to their overall aesthetic and communication impact.

### **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?*

*Search for, analysis and synthesis of data and information by the use of appropriate technologies,*

*Adapting to new situations*

*Decision-making*

*Individual/Independent work*

*Group/Team work*

*Working in an international environment*

*Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social*

*Introduction of innovative research*

*Project planning and management*

*Respect for diversity and multiculturalism*

*Environmental awareness*

*Social, professional and ethical responsibility and*

*sensitivity to gender issues*

*Critical thinking*

*Development of free, creative and inductive thinking*

*.....*

*awareness, altruism etc.) .....*

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

Cognitive Objects of the Unit:

- Letters and numbers
- Photo
- Graphic design, Creation of printed material
- Design process
- Audiovisual Content, art and technique
- Interaction in Design
- Contemporary trends in design, creators
- Basic design language

### (4) TEACHING METHODS--ASSESSMENT

<p style="text-align: center;"><b>MODES OF DELIVERY</b></p> <p><i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	Distance learning by conducting five Group Counseling Meetings (GCMs) during the academic year (on weekends).	
<p style="text-align: center;"><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b></p> <p><i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>During the GCMs and/or for project work teaching and collaboration takes place by the use of the following tools and platforms:</p> <ul style="list-style-type: none"> <li>• remote meeting tools (cisco webex),</li> <li>• presentation software (powerpoint type),</li> <li>• dedicated software related to various course material.</li> </ul> <p>In addition, students use office automation tools, web browsers as well as e-readers for digital books.</p>	
<p style="text-align: center;"><b>COURSE DESIGN</b></p> <p><i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice,</i></p>	<p><b>Activity/Method</b></p>	<p><b>Annual workload</b></p>
	5 GCMs x 4 hours	20
	5 personal assignments x 40 hours	200

<p><i>fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><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></p>	Study material	200
	Preparation of Assignments (Projects)	20
	Exams	3
	Self-paced study	400
	Total workload (in hours)	<b>840</b>
<p><b>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</b></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>Completion of written assignments during the academic year, the average of the grades of which will contribute to the final grade of the unit by 40%, if eligible for the final or re-sit examinations. Final written examinations, the grade of which contributes to the final grade of the unit by 60%. The criteria of the written assignment can be found on the study site as well as in the general regulation <a href="https://www.eap.gr/education/study-regulations/">https://www.eap.gr/education/study-regulations/</a></p>	

## (5) SUGGESTED BIBLIOGRAPHY:

<p><i>Course and exams material</i></p> <p>HOU Publications:</p> <p>Τόμος Α΄: Γραμματογραφία, ΕΑΠ, Πάτρα 2002.</p> <p>Τόμος Β΄: Φωτογραφία, ΕΑΠ, Πάτρα 2002.</p> <p>Τόμος Γ΄: Γραφιστική Δημιουργία Έντυπου Υλικού, ΕΑΠ, Πάτρα, 2002.</p> <p>Wiki: Additional digital (and multimedia) content in the form of a wiki, especially written for this thematic unit, can be found at the portal (study).</p> <p><i>suggested bibliography:</i></p> <p>Καντίνσκι, Β. (1996). Σημείο-Γραμμή-Επίπεδο: Συμβολή στην ανάλυση των ζωγραφικών στοιχείων (μτφρ. Ε. Μαλάκη-Σταθάκη). Αθήνα: Δωδώνη.</p> <p>Lupton, E. &amp; Cole Phillips, J. (2012). Graphic Design: The New Basics. QUAYSIDE</p>
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