

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-5010	SEMESTER	5th
COURSE TITLE	GRAPHIC DESIGN AND ILLUSTRATION		
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
		4	6
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	General background course		
PREREQUISITE COURSES	CORPORATE IDENTITY		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD177/		

2. LEARNING OUTCOMES

<p>Learning outcomes</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. Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>After the end of the course students will be able to:</p> <ul style="list-style-type: none"> • To be introduced in the process of research and solution of a specific communication problem(concept). • To analyze semantic concepts and visualize them. • To have the ability to create a complete illustrated book. • To be able to express their creativity collectively in the laboratory and by extension in collective workplaces. • To be able to self-worthandevaluate their colleagues.
<p>General Competences</p> <p><i>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?</i></p> <p>Search for, analysis and synthesis of data Production of new research ideas</p>

and information, with the use of the necessary technology Adapting to new situations Decision-making environment responsibility Working independently Team work Working in an international environment thinking Working in an interdisciplinary environment	Project planning and management Respect for difference and multiculturalism Respect for the natural Showing social, professional and ethical and sensitivity to gender issues Criticism and self-criticism Production of free, creative and inductive Others...
<ol style="list-style-type: none"> 1. Search, analysis and synthesis of data and information, using the necessary technologies. 2. Adaptation to new situations (design of special specifications). 3. Decision making. 4. Self-employed work . 5. Project planning and management. 6. Respect for diversity and multiculturalism 7. Criticism and self-criticism. 8. Promotion of free, creative and inductive thinking. 	

3. SYLLABUS

<p>Theoretical module</p> <p>In theoretical lectures, students are taught the history of illustration from the early 19th century until today. In particular, the following are examined: a) the simplification of the form and its role in the direct understanding of meaning in contemporary illustration, b) conditions that caused the change in the perception of aesthetics until then and c) the redefinition of the basic principles of pictorial design communication.</p> <p>Methods and techniques. Lithography. Introduction to the art ukiyo-e. Influence of ukiyo-e on Western iconography in the fields of structural-pagination issues and innovative techniques. The influence of the visual movement of Symbolism on the process of simplification of contemporary illustration-lecture is done by projecting slides -videos with dialogue and discussion.</p> <p>Workshop module</p> <p>In the workshop, students undertake the design of the illustration of a short story, or story, or poem, or fairy tale with the aim through their writing style to convey its character, but also to propose innovative techniques that will correspond to the contributors who shape the profile of the respective subject. The interrelated relationship between image and text in this compositional research of the design process lays the foundations for the design of the next poster exercise, which is the last exercise of the workshop.</p>
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4. 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 PC in Teaching, Laboratory Education and Communication with Students

<p>TEACHING METHODS</p> <p><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.</i></p> <p><i>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></p>	<p>Activity</p>		<p>Semester workload</p>	
	Lectures		20	
	Bibliography study		10	
	Understanding project		20	
	Artistic design workshop		45	
	Educational visits		10	
	Writing a paper		20	
Course total		125		
<p>STUDENT PERFORMANCE EVALUATION</p> <p>Description of the <i>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.</i></p> <p><i>Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>I. Theoretical study Short Answer Questions</p> <p>II. Workshop Deliver a folder with drafts Complete illustration in book form Poster and bookmark</p>			

5. ATTACHED BIBLIOGRAPHY

Greek sources

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