

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-6030	SEMESTER	6th
COURSE TITLE	VISUAL COMMUNICATION COMPOSITIONS IN SPACE		
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	5
<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>	SPECIAL BACKGROUND COURSE		
PREREQUISITE COURSES			
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)			

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 recognize and become familiar with the advertising images and messages that are formed in the field. • To design an industrial object, where graphic design has a communicative role. • To analyze, present and study advertising messages and images. • To communicate an idea with simple and excellent expressive means. • To be able to manage complex two-dimensional depictions in the surrounding area. • Possess advanced skills in solving complex issues of visual communication, intended indoors and outdoors. • Have the ability to use and apply the principles of industrial design in the design of objects related to graphic composition. • To be able to express their creativity in the laboratory and by extension in collective workplaces. • To take responsibility for the management of the professional development of individuals and groups. • To be able to self-evaluate and evaluate their colleagues. <p>The course, through the holistic approach of space design, seeks the meaning and construction, in the communicative dimension of design. The framework of contact with the real is referred to as the general framework of perception, understanding and management of the surrounding area.</p>

Within this framework, space is explored as a dynamic field defined in the development of actions between people among themselves and with the material elements of the built environment, which favor or discourage them and ultimately remain as their imprints.

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
 Adapting to new situations
 Decision-making environment
 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
 Showing social, professional and ethical
 and sensitivity to gender issues
 Criticism and self-criticism
 Production of free, creative and inductive
 Others...

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

Theoretical module

Analysis of graphic composition in space with examples from the Greek and international repertoire. Analysis of visual communication through advertising message, image and semiotics. Analysis of the theory of advertising landmarks and how they transform public space in relation to urban landmarks. Particular emphasis is placed on the language of magnification, which is equivalent to the language of power, when an advertising composition tries to impose itself and dominate the surrounding space. Analysis of actual – potential "omens" of image. Analyze space as a message showdown field. Analysis of graphic design marking as a means of communication for the composition of the space. Analysis of the need for codification of marking in internal and external environments. Analysis of the principles of industrial design and the communicative role of graphic design in industrial design. Introduction to the concept of the object of everyday use and study of the cognitive area of furniture. Analysis of the historical development of industrial design and the process of object production. Analysis of elements of anthropometry and ergonomics.

Workshop module

Initially, the development of the laboratory part of the course is based on documented field research, relevant to the respective topics, so that students can evaluate other projects and support their proposals. It also includes a series of exercises and projects, which seek to render the correct composition of letters and images in the surrounding area. Particular emphasis is given to the codified marking of indoor and outdoor spaces (environments).

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	
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.</i> <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>	Activity	Semester workload
	Lectures	20
	Bibliography study	10
	Understanding project	20
	Artistic design workshop	45
	Educational visits	10
	Writing a paper	20
	Course total	125
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.</i> <i>Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	I. Theoretical study Short Answer Questions II. Workshop A series of exercises and projects, aiming at the performance of the right composition of letters and images in the surrounding area.	

5. ATTACHED BIBLIOGRAPHY

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6. Barthes Roland, "Writing Degree Zero & Elements of Semiology", Vintage Classics, 2010.
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9. Escher, M.G. "The Graphic Work", Taschen GmbH, Συνέκδοση Herakleidon Experience in Visual Arts, 2004.
10. Gombrich, E.H. Τέχνη και ψευδαίσθηση, Αθήνα: εκδόσεις Νεφέλη, 1995.
11. HOCKNEY DAVID, GAYFORD MARTIN, "A HISTORY OF PICTURES", THAMES & HUDSON, 2020.
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13. Ζωίδης Ευάγγελος, "Κριτική Θεωρία και Οπτική Επικοινωνία", Ίων, 2012.
14. Wucius Wong, "Principles of form and Design", Van Nostrand Reinhold New York, 1993.
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