

COURSE OUTLINE

- **GENERAL**

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-7020	SEMESTER	7th
COURSE TITLE	HISTORY OF 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
		2	3
<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		
PREREQUISITE COURSES			
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	NO		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GRAF111/		

- **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>The course aims to analyze the historical developments of book design and commercial graphic art forms from the beginning of the 20th century and the propaganda during World War I to the Modernist movements in Visual Communication through to the commercial digital design developments in the US and Europe of our modern era.</p>		
<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> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Search for, analysis and synthesis of data and information, with the use of the necessary technology</td> <td style="width: 50%; border: none;">Production of new research ideas Project planning and management Respect for difference and multiculturalism</td> </tr> </table>	Search for, analysis and synthesis of data and information, with the use of the necessary technology	Production of new research ideas Project planning and management Respect for difference and multiculturalism
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Adapting to new situations Decision-making environment responsibility Working independently Team work Working in an international environment thinking Working in an interdisciplinary environment	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...
<ul style="list-style-type: none"> • Creative, analytical and inductive thinking. • Required for the creation of new scientific ideas. • Working independently. • Working in groups. • Decision making. 	

• SYLLABUS

<p>Through a series of lectures and presentations the students will be exposed to a variety of historical developments.</p> <p>i) The first State organized use of Graphic Design as a means of war propaganda during World War II</p> <p>ii) The huge impact of Modernism and the Avant Garde movements in visual communication (Cubism, Futurism, Dada, De Stijl etc.)</p> <p>iii) The development of the new visual language in revolutionary Russia and in Bauhaus during the Weimar Republic</p> <p>iv) Art Deco and the poster propaganda of the Spanish Civil War and WWII.</p> <p>v) The post WWII commercial explosion of advertising in the western societies and the role of graphic design in modern digital communication (Swiss typography, psychedelia, eclecticism).</p> <p>vi) The digital revolution in visual communication.</p>

• 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>	Presentations on power point and video projections.	
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</i>	Activity	Semester workload
	Lectures	80
	Study & Analysis of Bibliography	10
	Course total	90

<p><i>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>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>Theoretical study (100%)</p> <p>Written examination to assess the student's knowledge and understanding of the historical developments.</p>

● **ATTACHED BIBLIOGRAPHY**

Greek sources

1. Φραγκόπουλος, Μ. (2006), *Εισαγωγή στην ιστορία και τη θεωρία του Graphic Design*, Futura Press.
2. Ματθιόπουλος, Γ. (2009), *Ανθολόγιο ελληνικής τυπογραφίας. Συνοπτική ιστορία της τέχνης του εντύπου ελληνικού βιβλίου από τον 15ο έως τον 20ό αιώνα*, ΠΕΚ.
3. Καρυκόπουλος, Π. (1976), *Από τον Γκούτεμπεργκ στην ηλεκτρονική τυπογραφία*, Ιδιωτική έκδοση.
4. Μαστορίδης, Κλ. (1999), *Casting the Greek Newspaper*, ΕΛΙΑ.
5. Στάικος, Κ. - Σκλαβενίτης Τρ., (επιμ.), (2004), *Πεντακόσια χρόνια έντυπης παράδοσης του Νέου Ελληνισμού (1499-1999)*, Βουλή των Ελλήνων.

International sources

1. Chappell, W. (1971), *A Short History of the Printed Word*, New York.
2. Frutiger, A. (1980), *Type, Sign, Symbol*, ABC Verlag.
3. Meggs, Ph. (1983), *A History of Graphic Design*, Van Nostrand Reinhold.

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