

## COURSE OUTLINE

### • SEMIOTICS IN GRAPHIC DESIGN

<b>SCHOOL</b>	SCHOOL OF APPLIED ARTS & CULTURE		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
<b>LEVEL OF STUDIES</b>	Undergraduate		
<b>COURSE CODE</b>	N1-4050	<b>SEMESTER</b>	4 <sup>TH</sup>
<b>COURSE TITLE</b>	SEMIOTICS IN GRAPHIC DESIGN		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
		4	6
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialized general knowledge, skills development</i>	Specialized General Knowledge		
<b>PREREQUISITE COURSES</b>			
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS?</b>	YES (in English)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.uniwa.gr/courses/GD112/">https://eclass.uniwa.gr/courses/GD112/</a>  <a href="https://teams.microsoft.com/l/team/19%3ad29d3bfe1c1d4a688aad725e0b3ea12a%40thread.tacv2/conversations?groupId=111ac037-7109-4ef3-9d33-03f1d7fc5d19&amp;tenantId=0c8943ee-c370-4bb3-ba51-321f406f32ec">https://teams.microsoft.com/l/team/19%3ad29d3bfe1c1d4a688aad725e0b3ea12a%40thread.tacv2/conversations?groupId=111ac037-7109-4ef3-9d33-03f1d7fc5d19&amp;tenantId=0c8943ee-c370-4bb3-ba51-321f406f32ec</a>		

### • LEARNING OUTCOMES

<p><b>Learning outcomes</b></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"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>After completing the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of semiotics and how it applies to graphic design and visual communication.</li> <li>2. Know the basic principles of semiotics and the significance of visual messages.</li> <li>3. Analyse the use of virtual and language code in graphic design.</li> <li>4. Understand the meaning of the sign, the signifier and the signified.</li> <li>5. Understand the levels of significance of the <i>denotation</i> and <i>connotation</i>.</li> <li>6. Develop analytical and critical thought on the generated visual culture that surrounds us.</li> <li>7. Gain insight into semiotics through the eyes of Saussure, Barthes and Pierce.</li> </ol>

### 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	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Teamwork	Criticism and self-criticism
Working in an international environment	Fostering free, creative and inductive thinking
Working in an interdisciplinary environment	.....
Generating new research ideas	Others
	.....

- Search for, analysis and synthesis of data and information
- Fostering free, creative and inductive thinking
- Teamwork
- Working in an interdisciplinary environment
- Criticism and self-criticism

### • SYLLABUS

#### Theoretical module

Syntactics and terminology of semiotics. Signs and systems of meaning.

Relationship of semiotics to linguistics.

Definition of language sign. The meaning of the language system and structures.

The game of symbolism through myth, colour, shapes, images and words.

Relationship of image to language. Visual applications on the dialogue between the language code and image code. Paintings, photographs, iconographs, video art and how they explain the abstract theoretical concepts.

General knowledge on the theory and the method of the science of significance.

#### Workshop module

The workshop module includes exercises to analyse the semiotics of an image.

Students will be asked to create their own images and their own myth based on the theoretical aspect of semiology.

A written text will be required to discuss the form and content, the signifier and the signified, as well as the mental capacity of the sign in the projects to be created.

### • TEACHING and LEARNING METHODS – EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face or via distance learning (internet)	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentations in Power Point and lectures. Visits to relevant exhibitions. Workshop practice with corrections on student preliminary designs and creative criticism of entire student group.	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>

<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>	Lectures	30
	Bibliographic review	10
	Understanding project	20
	Exercise presentation	50
	Educational visits	10
	Term project	30
	Course total	<b>150</b>
	<p><b>STUDENT PERFORMANCE EVALUATION</b></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><b>I. Written final exam to include:</b></p> <p>-Comparative evaluation of theoretical material.</p> <p><b>II. Turning in of workshop exercises by deadline for assessment</b></p> <p>To be evaluated:  Variety of preliminary designs  Originality of idea  Presentation  Execution  Keeping to deadlines for turning in work</p>

● **ATTACHED BIBLIOGRAPHY**

<p><b>Greek sources</b></p> <ol style="list-style-type: none"> <li>Eco, Umberto (2020.) <i>Σημειολογία, συλλογή άρθρων 1970-1990, Η σημειολογία στην καθημερινή ζωή, Σημειώματα σημειολογίας</i>. Θεσσαλονίκη: Εκδ. Μαλλιάρης-Παιδεία.</li> <li>Eco, Umberto (2018). <i>Στους ώμους των γιγάντων</i>. Αθήνα: Εκδ. Ελληνικά Γράμματα.</li> <li>Χαλεβελάκη, Μαρία (2010). <i>Μια εισαγωγή στη σημειολογία, θεωρία και εφαρμογές</i>. Αθήνα: Εκδ. Καστανιώτη.</li> <li>Barthes, Roland (2019). <i>Εικόνα – Μουσική – Κείμενο</i>. Αθήνα: Εκδ. Πλέθρον.</li> <li>Barthes, Roland (2008). <i>Η απόλαυση του κειμένου</i>. Αθήνα: Εκδ. Ράππα.</li> </ol> <p><b>International Sources</b></p> <ol style="list-style-type: none"> <li>Berger, John (2008). <i>Ways of Seeing</i>. British Broadcasting Corporation and Penguin Books.</li> <li><i>Semiotics of Art</i> (1986). Ladislav Matejka and Irwin R. Titunik (eds.) The MIT Press.</li> <li>Eco, Umberto. <i>Semiotics and the Philosophy of Language</i>.</li> <li>Barthes, Roland. <i>Elements of Semiology</i>, (trans. Annette Lavers and Collin Smith)</li> <li>Andrews, Jorella &amp; Simon O'Sullivan (2013). <i>Visual Cultures as Objects and Affects</i>. Berlin: Sternberg Press.</li> <li>Wilde, Judith &amp; Richard Wilde. <i>Visual Literacy</i>. Watson-Guption Publications.</li> <li>Thompson, Philip &amp; Peter Davenport. <i>The Dictionary of Visual Language</i>. Penguin Books.</li> <li>Barnet, Sylvan (2011). <i>A Short Guide to Writing about Art</i>. New Jersey: Pearson/Prentice Hall.</li> <li>Fletcher, Alan (2013). <i>The Art of Looking Sideways</i>. London: Phaidon.</li> </ol>
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