

COURSE OUTLINE

GRAPHIC EXPRESSIONS IN CONTEXT

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	N1-8030	SEMESTER	9th
COURSE TITLE	GRAPHIC EXPRESSIONS IN CONTEXT		
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
Lectures, Practice Exercises		4 (2Θ+2Ε)	7
in detail Add rows if necessary. The organization of teaching and the teaching methods used are described at (d)			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Μάθημα Ειδικότητας		
PREREQUISITE COURSES			
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GRAF112/		

(1) LEARNING OUTCOMES

Learning outcomes

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:

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B:
- Guidelines for writing Learning Outcomes

This course is a tool for understanding the process of quality planning and its effective management. Its material aims at connecting each designed work of graphic or visual expression with the respective goals of the person in charge of its creation and production. At the same time, the recognition of the quality characteristics of the respective environment and the performance of respect for it are sought.

Students select, collect, present and interpret elements of the field of knowledge. Thus they form crises that include reflections on relevant morphological, functional, aesthetic issues or enter into ethical and social issues. They are trained in order to be able to communicate research data and propose solutions to issues to specialized and non-specialized audiences.

They also develop knowledge acquisition skills, in order to continue in greater depth the study of the cognitive field, the creation of graphic expressions and their integration into corresponding environments indicated by the investigation of the studied graphic design, in order to organize its spatial installation.

The students, with the consistent attendance of the course and the elaboration of its exercises, acquire the possibility of giving plans and managing complex activities, that concern issues related to study and work in the field of research

and study.

Upon completion of the course, the assessment of graphic design problems in Environments is achieved and the approach of their alternative solutions after:

- recognition of the field of design of Graphic Design in Environments with the ability to apply knowledge, utilization of know-how with the possibility of logical and creative thinking, as well as skillful application of methods, use of tools and materials,
- examination of research areas and the classification of relevant data and information,
- understanding of the organizational structure and components of Graphic Design projects in Environment,
- formulation of inferential views and evaluative judgments, as well as supporting reason for definitions, assessments and proposals,
- organization of integration of new structures of one or more Graphic Design projects in Environments, designing as a whole or revising individual elements,
- search for multiple directions for solving issues in the field of study,
- utilization of personal skills and performance, individual and collective ideas and visions,
- development of general cooperation skills with fellow students, and preparation for future professional actions and collaborations.

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 responsibility

Working independently

Team work

Working in an international environment

thinking

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...

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making environment responsibility
- Working independently
- Team work
- Production of new research ideas
- Criticism and self-criticism
- Project planning and management
- Showing social, professional and ethical and sensitivity to gender issues
- Respect for difference and multiculturalism
- Respect for the natural and anthropogenic environment
- Production of free, creative and inductive

(2) SYLLABUS

The course GRAPHIC EXPRESSIONS IN CONTEXT aims to:

The understanding of the field of interest of the course, through the study of the applied practice of the "insertion" of Graphic Design works in Context and the introduction to the theory of design.

Theoretical module

Specifically sought:

- the reading of graphic design images that are particularly diffuse in the urban environment, thus contributing to

its reinterpretation,

- the formulation of conclusions that characterize the applied practice and potentially guide both the design ideology and philosophy, as well as the strategy of new interventions,
- the detailed reference to important design factors, as well as to criteria for the evaluation of Graphic Design projects in Environment.

Different cases of examples from the current situation in the urban area are examined in order to approach the social role of Graphic Design in the Environment with:

- understanding the importance of designing Graphic Design projects in Environments, both for the overall image of the city and for the individual images of each neighborhood, square, boulevard or street, and
- the analysis of the concept of communication of messages transmitted by different means of spatial projection and information.

Workshop module

In particular, by carrying out the practical exercises, the following is attempted:

- creation of Graphic Design projects in Environments, defined during the courses,
- preparing his / her reasoning and designing skills to include projects;
- implementation of gradual approaches to the topic, ie formulation of ideas and creation of drafts for the study projects, as well as selection and presentation of final design proposals.
- the persistent examination of the operation of the results of the design effort as a quality endeavor that is focused on both creativity and human communication carried out in the field.

(3) TEACHING and LEARNING METHODS – EVALUATION

<p style="text-align: center;">DELIVERY</p> <p style="text-align: center;"><i>Face-to-face, Distance learning, etc.</i></p>	<p>Delivery of workbook to the classroom, as well as digital files posted on e-class</p>	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p style="text-align: center;"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>e-class lessons, presentations using PC, intermediate and final deliveries of assignments using graphic programs (eg ADOBE SUITE)</p>	
<p style="text-align: center;">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>	Activity	Semester workload
	Lectures	20
	Study of Bibliography	15
	e class	20
	Practice Exercises, which focus in the application of methodologies and in the analysis of individual issues individually or and in smaller groups of students	50
	Individual or Group Work. Elaboration of plans for individual topics	20
	Self-contained study	50
	Σύνολο Μαθήματος	175
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><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,</i></p>	<p>1. final examination which includes:</p> <ul style="list-style-type: none"> • Critical questions on issues in the field of knowledge • Analyzes and substantiated views and suggestions regarding: <ul style="list-style-type: none"> – in solving problems related to Graphic Design projects in Environments and their individual components, – in the formulation of proposals for the creation of graphic expressions, 	

<p>art interpretation. Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	<p>integrated in respective operating and viewing environments, –in the comparative evaluation of elements of the works of Graphic Design in Environments, so that both the character and the quality of the graphic design can be evaluated.</p> <p>2. Παρουσίαση Ατομικής ή και Ομαδικής εργασίας.</p>
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(4) ATTACHED BIBLIOGRAPHY

<p>Greek sources</p> <p>ΑΡΑΒΑΝΤΙΝΟΣ, Α. (1979). <i>Η ανάγκη για μια σύγχρονη ανθρωπιστική πόλη. Αναζητήσεις 2</i>. Αθήνα: Ελληνική Ανθρωπιστική Εταιρεία - Διεθνές Κέντρο Ανθρωπιστικών Κλασικών Ερευνών.</p> <p>ΒΡΥΧΕΑ, Α. (1996). «<i>Κρίση Κατοίκησης</i>». Επιστημονικό Συνέδριο: <i>Κοινωνικές ανισότητες και κοινωνικός αποκλεισμός</i>. Αθήνα: Ίδρυμα Σάκη Καράγιωργα.</p> <p>Ingold, T. (2016). <i>Η αντίληψη του περιβάλλοντος</i>, (μτφρ. Βρεττού, Α., επιμ. Νανογλου, Σ.). Αθήνα: Εκδόσεις ΑΛΕΞΑΝΔΡΕΙΑ.</p> <p>ΠΟΡΤΑΛΙΟΥ, Ε., & ΜΠΑΜΠΑΛΟΥ, Μ. (1999). Σημειώσεις του μαθήματος <i>Ο δημόσιος χώρος της πόλης</i>, Αθήνα: ΠΜΣ:Σχεδιασμός-Χώρος-Πολιτισμός, ΕΜΠ.</p> <p>ΣΤΑΥΡΙΔΗΣ, Σ. (1996). <i>Διαφήμιση και το νόημα του χώρου</i>. Αθήνα: Εκδόσεις Στάχυ.</p> <p>-//- (1990). <i>Η συμβολική σχέση με τον χώρο. Πως οι κοινωνικές αξίες διαμορφώνουν και ερμηνεύουν τον χώρο</i>. Αθήνα: Κάλβος.</p> <p>ΣΤΕΦΑΝΟΥ, Ιου., & ΣΤΕΦΑΝΟΥ, Ιωσ. (2003). <i>Περιγραφή της εικόνας της πόλης</i>. Αθήνα: Πανεπιστημιακές εκδόσεις ΕΜΠ.</p> <p>ΣΤΕΦΑΝΟΥ, Ιωσ. (2000). <i>Φυσιognωμία της ελληνικής πόλης</i>. Αθήνα: εργαστήριο πολεοδομικής σύνθεσης ΕΜΠ, ΕΜΠ & ΥΠΕΧΩΔΕ.</p> <p>-//- (2001). <i>Φυσιognωμία ενός τόπου. Ο χαρακτήρας της ελληνικής πόλης τον 21ο αιώνα</i>. Αθήνα: εργαστήριο πολεοδομικής σύνθεσης ΕΜΠ, ΕΜΠ & ΥΠΕΧΩΔΕ.</p> <p>International Sources</p> <p>BARTHES, R. (1971). <i>Système de la mode</i>. Paris: Seuil.</p> <p>(2007). <i>Μυθολογίες-Μάθημα</i>. Αθήνα: Κέδρος.</p> <p>(1980). <i>Η Επικράτεια των Σημείων</i>, Αθήνα: Ράππας.</p> <p>BENJAMIN, W. (1996). <i>Passages</i>. Cambridge: MIT Press.</p> <p>BERGER, J. (1993). <i>Η εικόνα και το βλέμμα</i>. Αθήνα: Οδυσσεάς.</p> <p>ECO, U. (1997). <i>Η σημειολογία στην καθημερινή ζωή</i>. Αθήνα: Α.Μαλλιάρης-Παιδεία Α.Ε.</p> <p>Gehl J. (2013). <i>Public Space, Public Life: an Interaction</i>. Washington: Island Press.</p> <p>GRAMSI, A. (1977). <i>Letteratura e vita nazionale</i>. Ρώμη: Riuniti.</p> <p>JEFKINS, F. (1980). <i>Διαφήμιση</i>. Αθήνα: εκδόσεις Θεόδωρου Τυροβόλα.</p> <p>LYNCH, K. (1977). <i>The image of the city</i>. Cambridge: MIT Press.</p> <p>SITTE, C. (1992). <i>Η πολεοδομία σύμφωνα με τις καλλιτεχνικές της αρχές</i>. Αθήνα: Εκδόσεις ΕΜΠ, Τμήμα Αρχιτεκτόνων, Τομέας Πολεοδομίας και Χωροταξίας.</p> <p>THOMPSON, E. P. (1981). <i>The Making of the English Working Class</i>. London: Penguin.</p> <p>Zukin, S. (2011). <i>Naked city: the death and life of authentic urban places</i>. New York: Oxford University Press.</p>
