COURSE OUTLINE

- **GENERAL**

SCHOOL	School Of Applied Arts & Culture
ACADEMIC UNIT	Department Of Graphic Design & Visual Communication
LEVEL OF STUDIES	Undergraduate
COURSE CODE	N1-7090

COURSE CODE	N1-7090	**SEMESTER**	7th
COURSE TITLE	Design & Management of Visual Communication		

INDEPENDENT TEACHING ACTIVITIES *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*	**WEEKLY TEACHING HOURS**	**CREDITS**
	4	6
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)		

COURSE TYPE *general background, special background, specialized general knowledge, skills development*	Special Background
PREREQUISITE COURSES	Completion of SIGNAGE & COMMUNICATION DESIGN
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES (in English)
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD169/

- **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*
The~~is~~ course explores the organization of systems ~~that serve to~~that contribute to the integrat~~atione~~ of the appearance and the co-ordination of the design production of a project.   The visual characteristics of a project such as shape, colour, and materials make up a vehicle for reading and recognition, that ~~to~~ help the public to function in an urban space. Symbols and identity systems are the basic elements of a communication design system that seeks to specifically identify an object or a place for the public and to serve as a communication identity.   ~~Το μάθημαδιερευνά την οργάνωση συστημάτων σχεδιασμού που χρησιμεύουν στην ενοποίηση της εμφάνισης και τον συντονισμό παραγωγής ενός σχεδιαστικού έργου.~~

~~Τα οπτικά χαρακτηριστικά, ενός έργου όπως το σχήμα, χρώμα, υλικά συνθέτουν ένα όχημα ανάγνωσης και αναγνώρισης που βοηθούν το κοινό να λειτουργήσει σε ένα χώρο. Τα σύμβολα και τα συστήματα ταυτότητας είναι τα βασικά στοιχεία ενός συστήματος σχεδιασμού της επικοινωνίας που επιδιώκουν να προσδιορίσουν συγκεκριμένα ένα αντικείμενο ή ένα χώρο για το κοινό και να χρησιμεύσουν ως ταυτότητα επικοινωνίας.~~

The lectures ~~of the course~~ aim~~s~~ at the ~~most~~ a as much as possible complete study of how to integrate and coordinate the aspects of a communication system. They also aim ~~also~~ to highlight the morphology of the design that supports and maintains a product, and its character, which acts as an element of recognition, promotion and quality value of the product it-self.

~~Η διδασκαλία του μαθήματος αποσκοπεί στην όσο το δυνατόν ολοκληρωμένη μελέτη του τρόπου ενοποίησης και συντονισμού των πτυχών μιας σύνθετης επικοινωνίας. Τα μαθήματα στοχεύουν στη ανάδειξη της μορφολογίας του σχεδιασμού που στηρίζει και διατηρεί ένα προϊόν, και του χαρακτήρα αυτού που δρα ως στοιχείο αναγνώρισης και προώθησης της ποιοτικής αξίας ενός προϊόντος.~~

Module Aims

This module enables the student to explore how to integrate and coordinate the aspects of a complex communication. The recognition of design homogeneity~~/ uniformity~~ as a factor ~~in~~ of communication development of an organization.

~~Το μάθημα δίνει τη δυνατότητα στο φοιτητή να διερευνήσει το τρόπο ενοποίησης και συντονισμού των πτυχών μιας σύνθετης επικοινωνίας. Η αναγνώριση σχεδιαστική ομοιογένειας ως παράγοντας σχεδιαστικής ανάπτυξης επικοινωνίας ενός οργανισμού.~~

The strategy of addressing and learning communication design, as a systematic activity, that starts from identifying the need~~s~~ of the market and the user to communicate or sell~~,~~ a product or service. To understand design as activity that includes product/service, processes, consumers/receivers and companies/organizations.

~~Η στρατηγική αντιμετώπισης και εκμάθησης του επικοινωνιακού σχεδιασμού ως συστηματική δραστηριότητα που ξεκινά από τον εντοπισμό της ανάγκης της αγοράς /του χρήστη μέχρι την επικοινωνία/ πώληση ενός προϊόντος ή υπηρεσίας. Η κατανόηση της σχεδιαστικής δραστηριότητας που συμπεριλαμβάνει προϊόν / υπηρεσία, διαδικασία, καταναλωτές / δέκτες και επιχειρήσεις / οργανισμούς.~~

General Competences

Taking into consideration the general competences that the degree-holder must acquire

(as these appearing the Diploma Supplement and appear below), at which of the following

does the course aim?

Search for, analysis and synthesis of data Production of new research ideas

and information, with the use Project planning and management

of the necessary technology Respect for difference and multiculturalism

Adapting to new situations Respect for the natural

Decision-making environment Showing social, professional and ethical responsibility

Working independently and sensitivity to gender issues

Team work Criticism and self-criticism

Working in an international environment production of free, creative and inductive thinking

Working in an interdisciplinary Others…

environment   ~~Taking into consideration the general competences that the degree-holder must acquire~~

~~(as these appearin the Diploma Supplement and appear below), at which of the following~~

~~does the course aim?~~

• Ability to organize data
• Project design and management
• Criteria for selection, development, expression and performance of a project.
• Design application of ideas
• Project development (analysis, research and individual selection)
• Personal awareness and reflection of the student
• Promoting of creative and inductive thinking
• Exercise criticism and self-criticism
• Communication composition and innovative ideas

~~• Δυνατότητα να οργάνωσης δεδομένων~~
~~• Σχεδιασμός και διαχείριση έργων~~
~~• Κριτήρια επιλογής, ανάπτυξης, έκφρασης και απόδοσης ενός έργου.~~
~~• Σχεδιαστική εφαρμογή των ιδεών~~
~~• Ανάπτυξη έργου (ανάλυση, η έρευνα και η ατομική επιλογή)~~
~~• Προσωπική ευαισθητοποίηση και προβληματισμό του φοιτητή~~
~~• Προαγωγή της δημιουργικής και επαγωγικής σκέψης~~
~~• Άσκηση κριτικής και αυτοκριτικής~~
~~• Επικοινωνιακή σύνθεση και καινοτόμες ιδέες~~

- **SYLLABUS**

Theoretical – Workshop module

The course enables the student to achieve consistent verbal and visual processing of a work, reducing production time and costs.

~~Το μάθημα δίνει τη δυνατότητα στον φοιτητή να επιτύχει συνεπή λεκτική και οπτική επεξεργασία ενός έργου, μειώνοντας το χρόνο παραγωγής και κόστος.~~

• The lesson ~~is~~ intend<u>ed</u> to complete the study of how to integrate and co-ordinate aspects of complex communication.

~~Ο σχεδιασμός ενιαίας εικόνας απαιτεί μια προσεκτική προσέγγιση επίλυσης προβλημάτων για τον χειρισμό της πολυπλοκότητας της επικοινωνίας.~~

• The students are asked to designally explore the verbal and visual language of an organization's products as a communication language with the aim of information unification and design clarity.

~~Ο φοιτητής καλείται να διερεύνηση σχεδιαστικά τη λεκτική και την οπτική γλώσσα των προϊόντων ενός οργανισμού ως γλώσσα επικοινωνίας με στόχο την ομοιογένεια της πληροφορίας και σχεδιαστική διαύγεια.~~

• The design study has a set of design goals<u>,</u> and aims to create a set of graphical standardized proposals that highlight the organization's identity.

~~Η σχεδιαστική μελέτη έχει ένα σύνολο σχεδιαστικών στόχων και αποσκοπεί στη δημιουργία ενός συνόλου γραφιστικών τυποποιημένων προτάσεων που αναδεικνύουν την ταυτότητα του οργανισμού.~~

• The course teaches students how to solve communication problems and ~~to~~ create solutions regardless of the medium within the limits of reality.

4

- **TEACHING and LEARNING METHODS – EVALUATION**

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Presentations on Power Point® /Acrobat® and video projections. Training on special software for packaging design Illustrator®, Photoshop®, 3D-Max®, etc.

| **TEACHING METHODS**
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.

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 | <table><tr><th>*Activity*</th><th>*Semester workload*</th></tr><tr><td>Lectures – Tutorials – Workshop</td><td>40</td></tr><tr><td>Research Stage</td><td>20</td></tr><tr><td>Study & Analysis of Bibliography</td><td>20</td></tr><tr><td>Elaboration of Design Study - Individual Work (Application of design, Creativity of design methodology, Quantity and quality of proposals)</td><td>50</td></tr><tr><td>Final Presentation</td><td>20</td></tr><tr><td>Course total</td><td>**150**</td></tr></table> |

| **STUDENT PERFORMANCE EVALUATION**
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.*
Other specifically-defined evaluation criteria are given, and if and where they are accessible to students. | **I. Theoretical study(35%)**
Written essay that includes research and reports as a comparative evaluation of theory elements

II. Workshop(65%)
A. Student participation in the course and the frequency of corrections 15%
B. Research stage 20%
C. The originality, 15%
D. Perfection of execution, 15%
E. Adherence to schedule, 15%
F. The presentation and documentation of the design proposal, 20%

The evaluation criteria and the time schedule are posted from the start of the course at the UNIWA e-class website. All relevant information is explained in detail at the beginning, as well as, throughout the semester, during the weekly lectures. Upon request, all the information is provided using email or social |

	networks. *All the modules-exercises have the grade percentage for the* *calculation of the final evaluation.*

- **ATTACHED BIBLIOGRAPHY**

Greek sources

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