

COURSE OUTLINE

• GENERAL

SCHOOL	School Of Applied Arts & Culture		
ACADEMIC UNIT	Department Of Graphic Design & Visual Communication		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-3050	SEMESTER	3rd
COURSE TITLE	Management & Ethics in Design		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate <u>course</u> components of the <u>course</u>, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the <u>total</u> course, <u>give-write</u> the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		2	3
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)			
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?	YES (in English)		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD167/		

• 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>This course is designed to enable students to study the management and organization of visual communication, as well as to <u>know-learn</u> the principles of professional practice. It examines the process of designing, developing and building a design concept to completion and production, indicating the complexity of the graphic design. It offers an overview of professional practices, <u>and</u> ethical values-evaluationsand-considerations within <u>the</u> graphic design <u>framework</u> and serves as a practical guide to-for the management of thinking, <u>in order</u> to achieve integrated communication within the context of professional ethics.</p>

Το μάθημα έχει σχεδιαστεί για να δώσει τη δυνατότητα στους σπουδαστές να μελετήσουν το τρόπο διαχείρισης και οργάνωσης της οπτικής επικοινωνίας αλλά και να γνωρίσουν τις αρχές της επαγγελματικής πρακτικής. Εξετάζει τη διαδικασία σύλληψης, ανάπτυξης και δόμησης μιας σχεδιαστικής ιδέας έως την ολοκλήρωση και παραγωγή της, υποδηλώνοντας τη πολυπλοκότητα του γραφιστικού σχεδιασμού.

Προσφέρει μια ματιά στις επαγγελματικές πρακτικές και τις ηθικές εκτιμήσεις στα πλαίσια του γραφιστικού σχεδιασμού και λειτουργεί ως ένας πρακτικός οδηγός διαχείρισης της σκέψης για την ολοκληρωμένη επίτευξη της επικοινωνίας, μέσα στα πλαίσια της επαγγελματικής δεοντολογίας.

The target aim of the course is, how to make the students become more creative and effective graphic designers/-communicators, with an awareness that their work is achieved the outcome of cooperation between people who unite, in order to create something they cannot do on their own; to Understand that the work of the graphic designer's work must be acceptable, functional for, acceptable, and applicable by the users and that it attributes its distinguishing leaves its points mark in the field of visual communication- during the application of the design work.

Στόχος του course είναι, πως οι σπουδαστές να γίνουν πιο δημιουργικοί, άρτιοι και αποτελεσματικοί γραφίστες-επικοινωνοί συνειδητοποιώντας ότι το «σχεδιαστικό|γραφιστικό» έργο είναι ένα εξατομικευμένο αποτέλεσμα που επιτυγχάνεται με τη συνεργασία και τη σύμπραξη ανθρώπων που ενώνονται για να κάνουν κάτι που δεν θα μπορούσαν να κάνουν μόνοι τους. Να κατανοήσουν ότι το έργο του σχεδιαστή|γραφίστα πρέπει να είναι αποδεκτό, λειτουργικό και εφαρμόσιμο από τους χρήστες και αποδίδει τα σημεία διάκρισης αυτού στο χώρο της οπτικής επικοινωνίας κατά την άσκηση του σχεδιαστικού του έργου.

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 they 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, using the necessary technology

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 environment

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 (χάθηκα!)~~

- Project design and management
- Demonstration of social, professional and moral responsibility and sensitivity
- Promoting free, creative and inductive thinking
- Exercise criticism and self-criticism
- Adaptation to new situations
- Independent study
- Σχεδιασμός και διαχείριση έργων
- Επίδειξη κοινωνικής, επαγγελματικής και ηθικής υπευθυνότητας και ευαισθησίας
- Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης
- Άσκηση κριτικής και αυτοκριτικής
- Προσαρμογή σε νέες καταστάσεις
- Αυτόνομη εργασία

• SYLLABUS

Module Aims

The course aims ~~in~~ at

- the learning of design methodology-
- developing the ability of formation and development in design-
- the ~~approach of learning of the~~ means ~~that for~~ supporting and communicating a design as final ~~and finished~~ product-
- acquiring knowledge of the basic concepts for the ~~smooth functioning~~ best practice of the profession of graphic designer-
- ~~exploring~~, explaining how one can have creative results-
- ~~the determination~~ determining of the rights and obligations arising from the designer's work ~~created by a designer~~.
- ~~how the students become more creative and effective graphic designers / communicators with an awareness that their work is achieved~~

- η εκμάθηση μεθοδολογίας σχεδιασμού-
- η δυνατότητα συγκρότησης και ανάπτυξης του σχεδιασμού-
- η προσέγγιση τρόπων υποστήριξης και επικοινωνίας του σχεδιασμού ως τελικό-
και ολοκληρωμένο προϊόν
- η απόκτηση γνώσεων των βασικών εννοιών για την απρόσκοπτη λειτουργία
του επαγγέλματος του γραφίστα
- η διερεύνηση εξήγηση πώς κάποιος μπορεί να έχει δημιουργικά αποτελέσματα και
ο καθορισμός των δικαιωμάτων και υποχρεώσεων που απορρέουν από το έργο που
δημιουργείται από έναν σχεδιαστή-

Theoretical module - Lecture topics

- Who is a designer?
- The principles of professional practice
- The design summary
- The design process
- The mapping of the design
- The use of Fonts
- Time management
- Topic Suggestion for Study / Writing / Preparation
- The use of illustration
- Guide to copyright and software usage
- The use of photography
- What does the client look for in the designer and design?
- How to write a CV?

~~- Ποιος είναι σχεδιαστής-~~

~~- Οι αρχές της επαγγελματικής πρακτικής-~~

~~- Η σχεδιαστική σύνοψη-~~

~~- Η σχεδιαστική διαδικασία~~

~~- Η χαρτογράφηση του σχεδιασμού~~

~~- Η χρήση Γραμματοσειρών~~

~~- Η διαχείριση του χρόνου~~

~~- Εισήγηση Θέματος προς Μελέτη - Συγγραφή - Προετοιμασία~~

~~- Η χρήση της εικονογράφησης~~

~~- Οδηγός για τα πνευματικά δικαιώματα και η χρήση του λογισμικού~~

~~- Η χρήση της φωτογραφίας~~

~~- Τι αναζητεί ο πελάτης από τον σχεδιαστή και το σχεδιασμό;~~

~~- Πως γράφεται ένα Βιογραφικό;~~

● TEACHING and LEARNING METHODS – EVALUATION

DELIVERY	Face-to-face	
<i>Face-to-face, Distance learning, etc.</i>		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Presentations onPower Point® /Acrobat®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 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</i>	Activity	Semester workload
	Lectures – Seminars Tutorials –Workshop	30
	Individual Study Preparation - Individual Essay Writing	30
	Study & Analysis of Bibliography	15
	Course total	75

<p>according to the principles of the ECTS</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>I. Theoretical study(35%) Written final exam that includes questions of knowledge and comparative evaluation of theory elements, to determine the critical <u>analysis-skills</u> of the student.</p> <p>II. Workshop(65%) A. Student participation in the course and the frequency of corrections 15% B. Research stage 20% C. <u>The-o</u>Originality, 15% D. <u>Perfection-Level</u> of execution, 15% E. Adherence to schedule, 15% F. <u>The-p</u>Presentation and documentation of the design proposal, 20%</p> <p><i>The evaluation criteria and the time schedule are posted from the <u>start-beginning</u> 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.</i></p> <p><i>All the modules-exercises have the grade percentage for the calculation of the final evaluation.</i></p>

• ATTACHED BIBLIOGRAPHY

<p>Greek sources</p> <p>Καρακασίδης, Ν. Σχεδιασμός συσκευασίας. Αθήνα: Εκδόσεις Ίων,</p> <p>Καρακασίδης, Ν. Συσκευασία ΟΠΕ, 1991</p> <p>Καρακασίδης, Ν. Γ., (1999). Κυτιοποιία. Αθήνα: Εκδόσεις Ίων.</p> <p>Στασινόπουλος, Αλέξης.(1991). Συσκευασία: Ερμηνευτικό, Λεξικό Υλικών και Μεθόδων. Αθήνα: Οργανισμός Προώθησης Εξαγωγών.</p> <p>ITC-UNCTAD/GATT. (1995). Γλωσσάρι Τεχνικών Όρων Συσκευασίας. (μτφρ. Καρακασίδης, Ν.Γ.), Αθήνα: ΟΠΕ, Ελληνικός Οργανισμός Εξωτερικού Εμπορίου</p> <p>International Sources</p> <p>Boylston, S. (2009). <i>Designing Sustainable Packaging</i>. Laurence King Publishing.</p> <p>Chapman, J. N. (2007). <i>Designers, Visionaries and Other Stories: A Collection of Sustainable Design Essays</i>. Earthscan Publications Ltd.</p> <p>Denison, Edward. (2002). <i>Packaging Prototypes</i>, Switzerland: Rotovision,</p> <p>Galver, Gill. (2004). <i>What is packaging design</i>. Switzerland: RotoVision,</p> <p>Gingko Press, (2008). <i>Simply Packaging</i>. Viction Design Workshop.</p> <p>Grip Design, (2008). <i>1,000 Package Designs: A Complete Compilation of Creative Containers</i>. Rockport Publishers.</p> <p>Hargreaves, B. (2004). <i>Eat ME: Successful, Seductive Food Packaging Design</i>. Rotovision.</p>
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