COURSE OUTLINE

- **GENERAL**

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION
LEVEL OF STUDIES	Undergraduate
COURSE CODE	N1-6100 **SEMESTER** 6th
COURSE TITLE	Signage And Communication Design

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 - VISUALISING INFORMATION - CORPORATE INDENTITY - GRAPHIC DESIGN V: ILLUSTRATION IN VISUAL COMMUNICATION - TYPOGRAPHY IN GRAPHIC DESIGN - TYPOGRAPHY & PUBLISHING
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES (in English)
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD138/

- **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 course focuses on the meaning ~~of the message~~ and ~~its~~ content of the message. It encourages
students to ~~investigate and address~~examine the communication problems that arise during the
development of the design,
as well as the transformation of the idea into image and text for the creation of information in the form of prints
or images and symbols.
The main axes of study ~~and exploration of the course~~ are the semantics of the forms,
namely the way people understand words, images, and symbols ~~–~~— pictograms, as they read visual
statements and

narratives. These designed visual statements and narratives such as diagrams, graphs, maps, etc. provide information, in order to make them easily understandable with ease.

Το μάθημα *Σήμανση και Επικοινωνιακός Σχεδιασμός* εστιάζει στην έννοια του μηνύματος και το περιεχόμενο αυτού. Προτρέπει τους φοιτητές να ερευνήσουν και να εξετάσουν τα προβλήματα επικοινωνίας που δημιουργούνται κατά την ανάπτυξη του σχεδιασμού καθώς και τη μετατροπή της ιδέας σε εικόνα και κείμενο για την δημιουργία πληροφορίας σε μορφή τυπογραφική ή εικόνων και συμβόλων. Κύριοι άξονες μελέτης και διερεύνησης του μαθήματος είναι η σημασιολογία των μορφών δηλαδή του τρόπου με τον οποίο οι άνθρωποι κατανοούν τις λέξεις, εικόνες, και σύμβολα - εικονογράμματα καθώς διαβάζουν οπτικές δηλώσεις και αφηγήματα. Αυτές οι σχεδιασμένες οπτικές δηλώσεις και αφηγήματα όπως τα διαγράμματα, τα γραφήματα, οι χάρτες κ.λπ. αποδίδουν πληροφορίες για να τις καταστήσουν κατανοητές με ευκολία.

Module Aims

The aim of the course is to promote:
1. the ability to display abstract concepts in symbolic form
2. the abstract approach of an image or a symbol
3. design and presentation of the form as a result of design and aesthetic value
4. createing design consistency and consistency.

α. η δυνατότητα απεικόνισης αφηρημένων εννοιών σε μορφή συμβόλων
β. η αφαιρετική προσέγγιση μιας εικόνας ή ενός συμβόλου
γ. δόμηση και παρουσίαση της φόρμας ως αποτέλεσμα σχεδιασμού και αισθητικής αξίας
δ. δημιουργία σχεδιαστικής συνοχής και συνέπειας

Στόχος του μαθήματος

The target aim of the course is to motivateed students to experiment on the symbolism of abstract concepts and the choice of symbols for the rightproper designing, that contributes to communication, but also to create the identity and philosophy of any product or service that contributes to smooth communication.

Να πειραματιστούν οι σπουδαστές πάνω στο συμβολισμό αφηρημένων εννοιών και στην επιλογή συμβόλων για τον σωστό σχεδιασμό που συμβάλει στην επίτευξη της επικοινωνίας αλλά και στη δημιουργία ταυτότητας και φιλοσοφίας ενός οποιοδήποτε προϊόντος ή υπηρεσίας που συμβάλει στην εύρυθμη επικοινωνία .

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

• Specialization and capacity ~~building~~ development
• Application of design ideas
• Project development (analysis, research and individual selection)
• Personal awareness and reflection of the student
• Criteria for selection, development, expression and performance of a project.
• Project design and management
• Promoting free, creative and inductive thinking
• ~~Exercise c~~Criticism and self-criticism

~~• Εξειδίκευση και αύξηση των ικανοτήτων~~
~~• Σχεδιαστική εφαρμογή των ιδεών~~
~~• Ανάπτυξη έργου (ανάλυση, η έρευνα και η ατομική επιλογή)~~
~~• Προσωπική ευαισθητοποίηση και προβληματισμό του φοιτητή~~
~~• Κριτήρια επιλογής, ανάπτυξης, έκφρασης και απόδοσης ενός έργου.~~
~~• Σχεδιασμός και διαχείριση έργων~~
~~• Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης~~
~~• Άσκηση κριτικής και αυτοκριτικής~~

- **SYLLABUS**

Theoretical / Workshop module

The student in this course is called to:
• develop and implement designs whose essential structure requires the minimum ~~amount~~ of information
• design of artifacts that familiarize the user / visitor with the space, covering the culture gap between the visitor and the space
• see the work of marking as a conceptual approach to the elaboration of complex works
• see the concept of signage as a cultural vehicle for signaling and harmonizing with the past and present of a place
• see the design of signage as a navigation system

~~Ο φοιτητής σε αυτό μάθημα καλείται~~
~~• να αναπτύξει και εφαρμόσει σχεδιασμούς που η ουσιώδης δομή τους απαιτεί το ελάχιστό ποσό~~
~~πληροφόρησης.~~
~~• σχεδιασμό τεχνουργημάτων που εξοικειώνουν το χρήστη/ επισκέπτη στο χώρο, καλύπτοντας το χάσμα~~
~~της κουλτούρας μεταξύ του επισκέπτη και του χώρου~~
~~• να δει το έργο της σήμανσης ως εννοιολογική προσέγγιση για την επεξεργασία σύνθετων έργων~~
~~• να δει την έννοια της σήμανσης ως πολιτιστικό όχημα σηματοδότησης και εναρμόνισης με το παρελθόν~~
~~και το παρόν ενός τόπου~~
~~• να δει το σχεδιασμό της σήμανσης ως σύστημα πλοήγησης~~

- **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 onPower 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*	**Activity**	**Semester workload**
	Lectures – Tutorials – Workshop	40
	Research Stage	20
	Study & Analysis of Bibliography	20
	Elaboration of Design Study - Individual Work (Application of design, Creativity of design methodology, Quantity and quality of proposals)	60
	Final Presentation	10
	Course ~~total~~Total	**150**

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 final exam that includes questions of knowledge and comparative evaluation of theory elements, to determine the critical analysis of the student. **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-classwebsite. 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**

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