

COURSE OUTLINE

- **GENERAL**

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-6020	SEMESTER	6th
COURSE TITLE	DIGITAL INTERACTIVE MULTIMEDIA APPLICATIONS		
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
		4	6
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Specialization course, general knowledge and skills development		
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/GRAF133/		

- **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>Students are trained to design digital applications for mobile phones and tablets. There are thousands of applications on the Appstore, but few of them end up stored on mobile phones or tablets. Successful applications are those that are very well designed both in terms of the user interface "UI" User Interface and his experience with it "UX" User Experience. In terms of marketing, successful is the one that meets the need of its user, but for the graphic designer a successful application is the one that not only meets the needs of the user but offers elegance, careful design, flawless flow and interaction between user and application.</p> <p>At the end of the course students will be able to:</p> <ul style="list-style-type: none"> • Have the basic knowledge to create digital applications for mobile phones and tablets. • Be able to collaborate creatively with their colleagues

- To be able to use computers effectively for the use of audiovisual media and in particular of special design programs (image processing and creation of special effects) in combination with typographic elements.
- To research in depth the topic they want to present.
- Be able to evaluate themselves and evaluate their colleagues.

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

- Search, analysis and synthesis of data and information, using the necessary technologies.
- Autonomous work
- Promoting free, creative and inductive thinking.
- Teamwork.
- Exercise criticism and self-criticism.

• SYLLABUS

Theoretical module

Introduction of students to the world of multimedia, acquaintance with the media and the way of communication Graphic design and the means of transmission of audiovisual information.

Workshop module

Students are trained to design digital applications for mobile phones and tablets. The goal is achieved through the theoretical support of the application design and the analysis of specific examples of "case studies" with particular emphasis on how to choose the subject and its design development. Using a wide range of traditional digital design programs, students will gain the knowledge to create from simple application flowcharts, to complete mock-ups and original projects.

Upon completion, graphic designers / multimedia application designers will be able to create digital projects for mobile phones and tablets. Notes are given which the student uses during the total duration of the course. At the end of the semester they deliver a work of art accompanied by a written study.

● **TEACHING and LEARNING METHODS – EVALUATION**

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	<p>1. Sharing the teacher’s screen on the screen of all workstations, face to face. 2. The laboratory has a 70 "TV that displays the teacher's PC.</p>															
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>The presentations are made using digital applications such as "PowerPoint", Video, but also the use of other digital applications for distance theoretical and laboratory training. Lifelong laboratory training is done using image processing programs as well as specialized programs for graphic and animation design.</p>															
<p>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></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>	<table border="1"> <thead> <tr> <th data-bbox="660 611 992 651">Activity</th> <th data-bbox="992 611 1326 651">Semester workload</th> </tr> </thead> <tbody> <tr> <td data-bbox="660 651 992 683">Lectures</td> <td data-bbox="992 651 1326 683">50</td> </tr> <tr> <td data-bbox="660 683 992 748">Study & Analysis of Bibliography</td> <td data-bbox="992 683 1326 748">10</td> </tr> <tr> <td data-bbox="660 748 992 779">E class</td> <td data-bbox="992 748 1326 779">30</td> </tr> <tr> <td data-bbox="660 779 992 844">Preparation of assignments and interactive teaching</td> <td data-bbox="992 779 1326 844">20</td> </tr> <tr> <td data-bbox="660 844 992 909">Artistic evaluation and critique of design proposals</td> <td data-bbox="992 844 1326 909">40</td> </tr> <tr> <td data-bbox="660 909 992 947">Course total</td> <td data-bbox="992 909 1326 947">150</td> </tr> </tbody> </table>		Activity	Semester workload	Lectures	50	Study & Analysis of Bibliography	10	E class	30	Preparation of assignments and interactive teaching	20	Artistic evaluation and critique of design proposals	40	Course total	150
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<p>STUDENT PERFORMANCE EVALUATION <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, 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 (40%) The theory grade comes from written exams or in exceptional cases from the elaboration of a written work.</p> <p>Questionnaire to assess the student’s critical analysis and comparative evaluation of selected writings from the Bibliography.</p> <p>II. Workshop (60%) I. The final project includes: - Research and ways of developing methodology. - Presentation of preparation in the classroom - Work delivery and grading.</p> <p>II. The final project is evaluated based on the following parameters - Research (research presentation) 20% - Drafts - Completed work 70% - Creative idea - Originality 5% - Delivery time 5%</p> <p><i>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.</i></p>															

	<i>All the modules-exercises have the grade percentage for the calculation of the final evaluation.</i>
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- **ATTACHED BIBLIOGRAPHY**

<p>International Sources</p> <ol style="list-style-type: none"> 1. Revolutionize Leeranign & DevelopmentQ Performance and Innovation Strategy for Information Age 1st Edition Clark N. Quin 2014 2. Design for how People Learn 2nd Edition) (Voice tha Matter) 2nd Edition, Julie Dirksen (2016) 3. Dreamweaver MX Magic, New Riders Publishing Halstead, Brad (2002). . 4. Graphis Interactive Design 2, Graphis Pr, Pedersen, Martin (2002). 5. The Digital Designer: 101 Graphic Design Projects for Print, the Web, Multimedia, and Motion Graphics, Delmar Learning Pite, Stephen (2002). . 6. Web Wizard's Guide to Multimedia, Addison-Wesley Pub Co Lengel, James G. (2001). . 7. Cotton, Bob and Oliver, Richard. The Cyberspace lexicon, London, Phaidon press limited Press. 8. Ulrich, Katherine. Flash 5 for Windows and Macintosh: Visual QuickStart Guide, Peachpit Press. 9. Ockrassa, Warren. Director 8.5 Shockwave Studio: A Beginner's Guide, McGraw-Hill Mayne, Morphosis: Recent Works (Planet Architecture), in-D Thom (2000). 10. Developing Effective Websites: A Project Manager's Guide, Focal Press Hogan, Patrick (2001). . 11. Multimedia: Making It Work 7th Edition Vaughan (2001).