

Course Title	Design Principles				
Course Code	GRD110				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	1 st Year/ 1 st Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	<p>The course aims to introduce students to the basic principles of composition through practical work. It also aims at developing the students' perceptual skills in understanding the characteristics of the visual elements, how they interact and how they can be used creatively in the graphic arts sector. Students will develop a solid understanding of creative design by learning the principles of composition and will acquire the necessary skills to identify, use and manipulate these principles.</p>				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> • Create visual works using the basic principles of composition. • Identify and use various creative tools, such as a photocopier, to process their images. • Use a mixed variety of materials for their compositions and design. • Research and integrate into their designs artistic practices by well-known artists and artistic movements. • Evaluate critically their works and their fellow students, in conjunction with works by other local and international artists. 				
Prerequisites	None		Co-requisites	None	
Course Content	<p>During the course, the students will study / study the following thematic areas:</p> <ul style="list-style-type: none"> • Analysis and appreciation of the value of design in the cultural, historical and social contexts. • Design Aesthetics, philosophies and design theories. • Two-dimensional and three-dimensional visual elements: Color, shadow / volume, texture, shape, shape, mass, levels, space (positive and negative), illusion of depth and movement. • Ways of combining design principles in composition: unity-diversity, scale and ratio, rhythm and motion, balance and symmetry. • Applying the aforementioned principles through the study of various subjects • Use of various media and materials in designing, (e.g. combination of hand-drawn design with technologies such as photocopier) aiming to develop a contemporary approach to graphic design, • Processes on how an artwork evolves through research and experimentation with different media and materials. • Draw information from multimodal texts in order to create contemporary perspectives, based on visual research and understanding of contemporary visual arts, as explicated by research. 				

	<ul style="list-style-type: none"> • Visits to galleries and artistic events, as well as writing detailed reports on them. <p>The teaching and learning methods to be used will include lectures, practical work, exercises, visual research and study, experimentation through sketches and rough work and group critiques.</p>								
Teaching Methodology	<p>Lectures Work in Groups Individual Tutoring Critiques Independent Learning Workshops Presentations</p>								
Bibliography	<p><u>Greek Bibliography:</u> Σιγούρος, Γ. <i>Τα εικαστικά στοιχεία και οι αρχές του design : το "αλφάβητο" της ζωγραφικής</i>. Κομοτηνή : Σύλλογος καλλιτεχνών Ν.Ροδόπης "Αθηναίων"</p> <p><u>English Bibliography:</u> Stewart, M. <i>Launching the Imagination</i>. McGraw-Hill Lauer, D. A. & Pentak, S. <i>Design Basics</i>. Forth Texas, TX: Harcourt College Publishers</p>								
Assessment	<table border="1"> <tr> <td>Major Project</td> <td>40%</td> </tr> <tr> <td>Assignments</td> <td>50%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Major Project	40%	Assignments	50%	Class Participation and Attendance	10%	Total	100%
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Language	English								