

Course Title	Graphic Design History				
Course Code	GRD225				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	2 nd Year / 4 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours / 14 Weeks	Laboratories / week	N/A
Course Purpose and Objectives	The course is an introduction to the historical development of graphic design, from the beginning of modernity (late 19 th century) to the revolution of digital graphics and contemporary design. Through observation, comparison and critical discussions, the course studies, explores and negotiates the field of graphic design with the aim of understanding the role of graphic design in the formation of visual culture, the history of communication and the dissemination of ideas, messages and ideologies.				
Learning Outcomes	<p>Upon completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> • Describe and explain what is Graphic Design; • Identify the elements that distinguish the different historical graphic design movements; • Use the appropriate language to describe works and concepts of graphic design practice; • Recognize works by well-known graphic designers who have had a significant impact on the history of graphic design; • Compare and contrast various graphic design projects from different time periods; • Explain how design affects and is influenced by culture; • Critically analyse design work by local and international designers. 				
Prerequisites	None		Co-requisites	None	
Course Content	<p>During the course, students will deal with the following thematic areas:</p> <ul style="list-style-type: none"> • Modern Art Movements: Art and Crafts, Art Nouveau, Sachplakat, Futurism, Cubism, Dada, Bauhaus. • Poster design and propaganda: First and Second World War, Russian Revolution and Constructivism, Neoplasticism (De Stijl). • Consumption culture and design of information / corporate identity. • Postmodernism in design. • Digital design and animation. 				

Teaching Methodology	<p>Lectures</p> <p>Work in Groups</p> <p>Individual Tutoring</p> <p>Independent learning</p> <p>Presentations</p> <p>Excursions/Visits</p>								
Bibliography	<p>Eskilson, S.J. <i>Graphic Design: A New History</i> . New Haven, CT: Yale University Press.</p> <p>Meggs, P and Purvis, A.. <i>Meggs' History of Graphic Design</i>. Hoboken, NJ: John Wiley & Sons, Inc.</p> <p>Muller, J.. <i>The History of Graphic Design, Vol. 1. (1890-1959)</i>. London, UK: Taschen.</p> <p>Muller, J. & Wiedemann, J.. <i>The History of Graphic Design, Vol. 2, 1960-Today</i>. London, UK: Taschen.</p>								
Assessment	<table border="1" data-bbox="459 915 1040 1173"> <tr> <td>Exams</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>	Exams	40%	Assignments	50%	Class Participation and Attendance	10%	Total	100%
Exams	40%								
Assignments	50%								
Class Participation and Attendance	10%								
Total	100%								
Language	English								