

Course Title	Graphic Design and Advertising				
Course Code	GRD305				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	The purpose of this course is to introduce students to the graphic and advertising design principles and the designing of visuals that derive from projects based on the Market needs. Students will acquire the necessary skills to be able to work independently to solve various design problems, with emphasis on research and production methods used by designers.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Successfully use typography and images in a variety of graphic and advertising projects.</li> <li>• Produce original and unique designs as part of promotional assignments.</li> <li>• Create innovative layouts by using design software.</li> <li>• Explain and assess the project solutions they have presented during class evaluation.</li> <li>• Apply appropriate research methods to all of their design projects.</li> <li>• Present original ideas in a professional way.</li> </ul>				
Prerequisites	GRD245, GRD230	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"> <li>- Components of an advert.</li> <li>- Methods of determining the target audience.</li> <li>- Methods of developing an advertising plan / idea such as brainstorming.</li> <li>- Case study</li> <li>- Style (classic, modern, humorous)</li> <li>- Forms (newspapers, magazines)</li> <li>- Outdoor (Billboards)</li> <li>- Focus on creativity and critical thinking.</li> </ul>				

Teaching Methodology	<p>Lectures</p> <p>Work in Groups</p> <p>Individual Tutoring</p> <p>Critiques</p> <p>Independent Learning</p> <p>Presentations</p>								
Bibliography	<p><u>English Bibliography:</u></p> <ul style="list-style-type: none"> <li>- Robin Landa, Advertising by Design: Generating and Designing Creative Ideas Across Media, Wiley.</li> <li>- Pete Barry, The Advertising Concept Book: Think Now, Design Later, Thames &amp; Hudson.</li> <li>- Armin Vit and Bryony Gomez-Palacio, Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design, Rockport Publishers.</li> <li>- Gunther, K and Van Leeuwen, T, Reading Images: The Grammar of Visual Design, Routledge.</li> <li>- Nancy Skolos &amp; Tom Wedell, Type, Image, Message: Merging Pictures and Ideas-A Graphic.</li> </ul> <p><u>Greek bibliography:</u></p> <ul style="list-style-type: none"> <li>- Ζώτος, Γ. Χ., Διαφήμιση : σχεδιασμός, ανάπτυξη, αποτελεσματικότητα Γιώργος Χ. Ζώτος. Θεσσαλονίκη, University Studio Press.</li> </ul>								
Assessment	<table border="1" data-bbox="456 1234 1040 1493"> <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><b>Total</b></td> <td><b>100%</b></td> </tr> </table>	Major Project	40%	Assignments	50%	Class Participation and Attendance	10%	<b>Total</b>	<b>100%</b>
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Language	English								