

Course Title	Illustration in Graphic Design and Multimedia				
Course Code	GRD310				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	3 rd Year / 5 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
	<p>The purpose of this course is to instruct students to the various artistic techniques used to communicate concepts and information directed at consumers and businesses via illustrations, both in digital and printed forms. Through a series of projects and assignments, students will be encouraged to develop illustration graphics and multimedia art that communicate successfully concepts and ideas that are derived from the needs of the market. Emphasis will be given to identify the role of illustration in the overall context of graphic design and multimedia.</p>				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> • Demonstrate a practical and applied understanding of the principles and techniques of illustration. • Creatively use and combine illustration techniques to create innovative and modern designs for graphic design and multimedia. • Demonstrate how illustrations can be used to sell products, ideas and services. • Use design software to provide a variety of pictorial solutions. 				
Prerequisites	GRD245	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"> - Experimentation with various illustration and drawing techniques. - Develop skills related to illustration, such as the ability to communicate and represent visual situations, thoughts and ideas. - Experiment with various design software to discover their personal style in commercial illustration. - Developing their personal critical thinking, which will allow them to evaluate the visual and thematic aspects of their personal practice as well as the work of other illustrators. 				

	<ul style="list-style-type: none"> - The utilization of commercial illustration in order to promote and sell products, ideas and services. 								
Teaching Methodology	<p>Lectures</p> <p>Work in Groups</p> <p>Individual Tutoring</p> <p>Critiques</p> <p>Independent learning</p> <p>Workshops</p> <p>Software Tutorials</p> <p>Presentations</p>								
Bibliography	<p><u>English Bibliography:</u></p> <ul style="list-style-type: none"> - Greg Houston, Illustration that Works: Professional Techniques for Artistic and Commercial Success, Monacelli Studio. - Alannah Moore, The Collage Ideas Book, Ilex Press. - Society of Publication Designers (U.S.), The Best Magazine Design, Photography, Illustration, Infographics & Digital, Beverly, Mass: Rockport Publishers, Inc. - Varia Bortsova , Soviet Visuals, Bologna Children's Book Fair , Illustrators Annual 2019 Paperback <p><u>Greek Bibliography:</u></p> <ul style="list-style-type: none"> - Συλλεκτικό έργο, Ελληνικά Βραβεία Γραφιστικής και Εικονογράφησης, Ιδιωτική. - Ανδριωτάκης Μανώλης, Σχέδια πόλης, Νεφέλη. 								
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								