

Course Title	Information Design				
Course Code	GRD330				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	3 <sup>rd</sup> Year/ 6 <sup>th</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	This course aims to involve students in the study and design of wayfinding systems, infographics, navigation systems and mapping portfolio for printed and digital applications. Students will search and analyse existing examples to develop understanding of how visual language works in this field of graphic communication. Through a series of projects students will create appropriate visuals taking into consideration various parameters such as target audience, information meaning, function, space, budget.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Implement effectively type, imagery, symbols and colour to communicate creative concepts.</li> <li>• Analyze how design informs and influences a user's experience.</li> <li>• Produce effective and innovative wayfinding systems, infographics and mapping portfolios.</li> <li>• Create infographics that communicate successfully a series of data.</li> </ul>				
Prerequisites	GRD300, GRD305	Co-requisites	None		
Course Content	<p>Semiology: Theory of signs and symbols  Historic Overview of Information design  History and Evolution of Symbols, Pictograms and Ideograms  Formal and Informal Design Language  Design of Wayfinding Systems</p> <ul style="list-style-type: none"> <li>• Branding the environment</li> <li>• Mapping</li> <li>• Materials / Lighting</li> <li>• Typography</li> <li>• Legibility</li> <li>• Colour</li> </ul>				

	<ul style="list-style-type: none"> <li>• Usage / Function / Distance</li> <li>• Printed and Digital Applications</li> </ul> <p>How does visual identity effects the design of a wayfinding system?</p> <p>Colour in Visual Communication: Symbolisms, Norms and Colour Coding</p> <p>Experimental forms of Visual Communication / More conceptual approaches</p> <p>How to communicate visually the intangible i.e. sound</p> <p>Infographic Design</p> <p>Types of Infographics</p> <p>Gathering, Analysing and Grouping Data</p> <p>Analysis of Case Studies</p>
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> <p>Crow, D. <i>Visible Signs: An Introduction to Semiotics</i>. Lausanne, Switzerland: AVA Academia SA</p> <p>Coates, E. and Ellison, A. <i>An introduction to information design</i>. Laurence King</p> <p>Lankow, J et al. <i>Infographics: The Power of Visual Storytelling</i>. John Wiley &amp; Sons</p> <p>Calori, C et al. <i>Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems</i>. John Wiley &amp; Sons</p> <p><u>Greek Bibliography:</u></p> <p>Κωνσταντόπουλου, Π. <i>Γραφήματα – Graphs</i>. Εκδόσεις Gramma</p> <p>Χατζηθεοδώρου, Β. <i>Ολυμπιακά Εικονογράμματα. Σχεδιασμός και Σημειολογία</i>. Εκδόσεις Παπασωτηρίου</p> <p>Κωνσταντόπουλου, Π. <i>Infographics - Καθημερινά</i>. Εκδόσεις Gramma</p>

Assessment	Major Project	40%
	Assignments	50%
	Class Participation and Attendance	10%
	<b>Total</b>	<b>100%</b>
Language	English	