

Course Title	Digital Media Techniques				
Course Code	GRD335				
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	<p>The aim of this course is to give students the opportunity to develop further their digital design skills and expand their knowledge on the various graphic design software, but mostly with Adobe Suit. Through a series of projects students are expected to be able to experiment with image processing and find ways to produce high quality graphics by using a combination of design software. At the Same time, they will apply their digital skills in graphic and advertising design related projects.</p>				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Produce high quality visuals for graphic and advertising design projects.</li> <li>• Creatively combine typography and images to produce high-quality graphics.</li> <li>• Demonstrate practical and applied understanding of how images can be produced to achieve desired emotions and impressions.</li> <li>• Make use of a variety of design software to achieve the desired visual results.</li> <li>• Creatively produce videos from still images.</li> </ul>				
Prerequisites	GRD245	Co-requisites	None		
Course Content	<p>During the course, the students will study the following thematic areas:</p> <ul style="list-style-type: none"> <li>- Digital collage for ad production.</li> <li>- Photorealistic combination and image processing to produce promotional materials.</li> <li>- Photo accessing by use of the scanner, mobile phones, digital camera, tablets and the internet.</li> <li>- Convert still images to video.</li> </ul>				
Teaching Methodology	<p>Lectures Work in Groups Individual Tutoring</p>				

	<p>Critiques</p> <p>Independent learning</p> <p>Software Tutorials</p> <p>Presentations</p>								
Bibliography	<p><u>English Bibliography:</u></p> <ul style="list-style-type: none"> <li>- Lambert M. S., <i>Photo Manipulation: Image Editing, Photograph, Deception, Digital Camera, Reversal Film, Stock Photography</i>. Mauritius, Betascript Publishing.</li> <li>- Brian Haberlin, <i>Creative Creature Catcher</i>, Anomaly Publishing.</li> <li>- Landa, R., <i>Advertising by Design: Creating Visual Communications with Graphic Impact</i>, John Wiley &amp; Sons.</li> <li>- Brian Haberlin and Geirrod VanDyke, <i>Creative Creature Catcher</i>, Vol. 1</li> </ul> <p><u>Greek Bibliography:</u></p> <ul style="list-style-type: none"> <li>- Οικονομίδης Γιάννης Κ. <i>Imagine</i>, University Studio Press.</li> </ul>								
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><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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