| Course Title | Socially Useful Design |
| --- | --- |
| Course Code | GRD360 |
| Course Type | Elective |
| Level | Bachelor (1st Cycle) |
| Year / Semester | 3rd Year/ 6th Semester or 4th Year/ 8th Semester |
| Teacher's Name | TBA |

| ECTS | 6 | Lectures / week | 3 hours/14 weeks | Laboratories / week | N/A |
| --- | --- | --- | --- | --- | --- |

| Course Purpose and Objectives | During this course students will be involved in the production of socially useful design. Through their assignments students will form ideas and create visual communication campaigns for social issues such as sustainability, equality and the integration of different social groups. Aim of the course is for students to understand designer's role and responsibility in society, and the use of the design process to bring social change. |
| --- | --- |
| Learning Outcomes | Upon successful completion of this course students are expected to: <br><br> • Design successful visuals relevant to social issues. <br> • Define the target audience and create appropriate visual communication campaigns. <br> • Evaluate and integrate an understanding of designer's role and responsibility in society, and the use of the design process to bring social change. <br> • Identify and understand issues of social interest. <br> • Develop strategies for communicating ideas that contribute to the improvement of improving human well-being and livelihood. |

| Prerequisites | GRD305 | Co-requisites | None |
| --- | --- | --- | --- |

| Course Content | Analysis of relevant case studies <br><br> Sustainability, Equality, Integration of different social groups, Crime, Health, Aging, Technology, Political instability, Climate Change and more. <br><br> New approaches to the issues of the relationship between people as consumers, producers and citizens, as well as the issues of our interaction with nature. <br><br> Presentation and visits to relevant organizations. <br><br> Ethics in Graphic Design. |
| --- | --- |
| Teaching Methodology | Lectures <br> Work in Groups |

| | |
|---|---|
| | Individual Tutoring |
| | Critiques |
| | Independent learning |
| | Presentations |
| Bibliography | <span style="text-decoration: underline;">English Bibliography:</span> |
| | Shea, A. *Designing for Social Change: Strategies for Community-based Graphic Design*, Princeton Architectural Press |
| | Simmons, C. *Just Design: Socially Conscious Design for Critical Causes*, How Books |
| | Taute, M. & Scalin, *N. The Design Activist's Handbook: How to Change the World (or at Least Your Part of It) with Socially Conscious Design*, How Design Books |
| | Heller, S. & Vienne, V. *Citizen Designer: Perspectives on Design Responsibility*, Allworth Press |
| | <span style="text-decoration: underline;">Greek Bibliography:</span> |
| | Αρβανίτης, Δ.*Social Design. Αφίσες για την Κοινωνία*, Gramma |
| Assessment | |

| | |
|---|---|
| Major Project | 40% |
| Assignments | 50% |
| Class Participation and Attendance | 10% |
| **Total** | **100%** |

| | |
|---|---|
| Language | English |