| Course Title | Professional Practices in Graphic Design |
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| Course Code | GRD410 |
| Course Type | Compulsory |
| Level | Bachelor (1st Cycle) |
| Year / Semester | 4th Year/ 7th Semester |
| Teacher's Name | TBA |

| ECTS | 6 | Lectures / week | 3 hours/14 weeks | Laboratories / week | N/A |
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| Course Purpose and Objectives | This course aims to enhance students' competency in research, production and presentation by focusing on complex graphic design projects. Projects will be industrial-based and will be determined by the students' areas of strength and interest. During this course students will produce their professional portfolio. | | | | |
| Learning Outcomes | Upon successful completion of this course students are expected to: <br><br> • Construct innovative solutions to complex visual communication problems. <br><br> • Produce professional quality graphic design work and final presentations. <br><br> • Work independently and appropriately self-manage time for each project. <br><br> • Develop verbal and interpersonal skills to enhance professionalism and marketability. <br><br> • Select the target audience and develop appropriate experimental and / or theoretical techniques for design based on a secondary and / or primary source of research. <br><br> • Conduct administrative tasks related to the profession, such as market research, pricing and budgeting. <br><br> • Develop entrepreneurial skills necessary for the successful set-up of their own free-lance practice | | | | |

| Prerequisites | GRD320, GRD325 | Co-requisites | None |
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| Course Content | Portfolio for Graphic Designers <br> Presentation and Interview Skills | | |

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| | Management and execution of creative industrial briefs |
| | How to direct and complete independently any given design project |
| | Understanding the target audience |
| | Pricing your services / Budget management |
| | Professional Responsibilities |
| Teaching Methodology | Lectures |
| | Work in Groups |
| | Individual Tutoring |
| | Critiques |
| | Independent learning |
| | Presentations |
| Bibliography | English Bibliography: |
| | Heller, S. and Talarico, L. *The Design Entrepreneur: Turning Graphic Design into Good That Sell.* Rockport Publishers |
| | Shaughnessy, A. *How to be a graphic designer without losing your soul*, London: Laurence King |
| | Visocky O'Grady, J. and Visocky O'Grady, K. *A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need*, Rockport Publishers |
| | Eisenman, S. *Building Design Portfolios. Innovative Concepts for Presenting Your Work.* Minneapolis, MN: Rockport |
| | Greek Bibliography: |
| | Δημόπουλου-Δημάκη, Ι. Κοστολόγηση, Εκδόσεις Interbooks |
| Assessment | |

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

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| Language | English |