Course Title	Design and Technologies for Social Media			
Course Code	GRD420			
Course Type	Compulsory			
Level	Bachelor (1ˢᵗ Cycle)			
Year / Semester	4ᵗʰ Year/ 8ᵗʰ Semester			
Teacher's Name	TBA			
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	The purpose of the course is to give students the opportunity to further develop their skills and explore their knowledge in a variety of graphic design software needed to design material for social media. Through a series of assignments and assignments, students are expected to be able to produce and process images and explore ways to produce graphic materials to promote services or products through social networking using a variety of design software. In addition, they should be aware of and be able to use the modern social networking services and environments, as well as the opportunities they open up.			
Learning Outcomes	Upon successful completion of this course students are expected to: • Show practical and applied understanding of how images can be used to achieve desired emotions and impressions. • Elaborate on the use a variety of design software to achieve the desired visual and functional results. • Justify the key features of major social networking tools, environments and services, and have a satisfactory and functional understanding of the capabilities that these services provide • Incorporate and use images and videos to achieve promotional results. • Explain the fundamental terminology of tools, environments, electronic media services • Recognize the general operational features of tools, environments, e-commerce social media services that are expected to exist in a generalized way (possibly in the near future) - such as writing, processing a personal profile,			
Prerequisites	GRD305		Co-requisites	None
Course Content	Introduction to Social Media, Instagram, Facebook, MySpace, Youtube, Blogger, Wordpress, Flickr, Twitter, and LinkedIn. Graphic Design and Social Media Categories of networking media depending on different fields, how you can registered, participating and e-commerce software platforms you can use. Manage social networks and social trust Methodologies, models, tools and techniques Social Media and Marketing Advertising on Social Media Networks and creating promotional artwork Benefits of social networks in general and used for business Increased use of social networking tools for consumers			

	Linking social media with personal branding and professional marketability and Market globalization
Teaching Methodology	Lectures Work in Groups Individual Tutoring Critiques Independent learning Presentations
Bibliography	<u>English Bibliography:</u> Elad, J. *Linkedin For Dummies*, Wiley Publishing Kerpen, D. *Likeable Social Media, McGraw-Hill Education* – Europe Kietzmann, H. J. and Kristopher, H. *"Social media? Get serious! Understanding the functional building blocks of social media".* Business Horizons Lardi, K. and Fuchs, R. *Social Media Strategy - A step-by-step guide to building your social business.* Zurich Adobe Creative Team. *Adobe Photoshop CS5 Classroom in a Book.* USA: Adobe Press <u>Greek Bibliography:</u> Leving Young, M. et al. *Πλήρες Εγχειρίδιο του Internet* – Millennium Edition, απόδοση: Παναγιώτης Μαυρόπουλος, Αθήνα: Εκδόσεις Γκιούρδας Σιδέρη, Μ. *Το βιβλίο του Facebook* - Ένας οδηγός για "αθώους" χρήστες, Αθήνα: Κλειδάριθμος

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

Language	English