

Course Title	Final Thesis Project I				
Course Code	GRD485				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	4 th Year / 7 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours /14 Weeks	Laboratories / week	N/A
Course Purpose and Objectives	<p>The course is an introduction to the basic principles of scientific research and aims at acquiring the relevant knowledge and skills necessary for the design of research: definition and specialization of research topics and research questions, methodology design, sampling methods, validity-reliability of research, presenting and interpreting results and extracting valid conclusions. The aim is to develop critical thinking over the research results and conclusions and to understand how they can influence the process of developing ideas and targeted graphic suggestions.</p>				
Learning Outcomes	<p>Upon completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> • Form research questions. • Explain the basic principles and stages of conducting research. • Apply the various stages of the research design to investigate a specific research question. • Adopt the appropriate methodological approach for collecting data in order to respond to the research questions. • Analyze data about their field of research. • Evaluate critically and reflect upon their research process and results. • Complete a bibliographic review. • Compile, present and support the results of their research work. 				
Prerequisites	Senior Standing	Co-requisites	None		
Course Content	<p>During the course, students will deal with the following thematic areas:</p> <ul style="list-style-type: none"> • Qualitative approaches to research • Relevance and key features / Theoretical framework • Designing Research • Introduction to the research process and research questions • Fieldwork, Access and Sampling 				

	<ul style="list-style-type: none"> • Different types of interview, Focus Groups, and Biographical Narrative • Observation, Ethnography, and Case Study • Semiology and Content Analysis • Analysis of data, Results and Conclusions • Presentation of project • Literature review
Teaching Methodology	<p>Lectures</p> <p>Work in Groups</p> <p>Individual Tutoring</p> <p>Independent learning</p> <p>Presentations</p>
Bibliography	<p>Πουρκός, Μ. Α. . <i>Βίωμα και βασισμένες στην τέχνη μέθοδοι έρευνας</i>. Θεσσαλονίκη: Νησίδες</p> <p>Bestley, R. & Noble, I.). <i>Visual Research: An Introduction to Research Methods in Graphic Design</i>. London and New York: Bloomsbury Publishing.</p> <p>Crouch, C., & Pearce, J.. <i>Doing research in design</i>. London and New York: Bloomsbury.</p> <p>Kumar, R.. <i>Research Methodology: A Step-by-Step Guide for Beginners</i>. London and Los Angeles: Sage</p> <p>Muratovski, G.. <i>Research for Designers: A Guide to Methods and Practice</i>. London and Los Angeles: Sage</p>
Assessment	<p>Written Research Report: 40%</p> <p>Assignments: 35%</p> <p>Presentation: 15%</p> <p>Class Participation and Attendance: 10%</p> <p>Total: 100%</p>
Language	English