LEVEL 5
UK CREDITS: 15
(Fall 2021)   **US CREDITS: 3/1/3**

PREREQUISITES:	CS 1070 Introduction to Information Systems ITC/GD 2110 Digital Tools for Graphic Design and Production GD 2002 Research-Concept-Design GD 2203 Graphic Design I
CATALOG DESCRIPTION:	An investigation on Graphic Design thinking and techniques, and an analysis of the role of Graphic Design within the communication process.
RATIONALE:	Expanding on the knowledge gained in Graphic Design I and Research-Concept-Design, this course will explore how to develop strong design projects that effectively communicate messages and ideas. Through practical assignments, presentations, group discussions and critiques, the students will: strengthen their research competence and conceptual thinking; deepen their understanding of design and improve their technical and presentation skills
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Evaluate the role of Graphic Design within the communication process. 2. Create original concepts and design outcomes in response to a design brief. 3. Develop design projects of increased complexity, from their concept to their realization. 4. Formulate arguments based on research to present and defend their work.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: → Classes consist of lectures, demonstrations, and problem solving sessions, applied projects, class critiques and discussions. → Visits to companies and/or production sites. → Attendance of lectures/workshops by professionals offered on campus and/or in companies. → Studios: students are encouraged to use studio facilities for the completion of their works. → Media labs: students use media labs for the completion of projects and portfolios. → Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. → Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources.

ASSESSMENT:	**Summative:**

First assessment: Submission of project	40%
Final assessment: Submission of final project	60%

Formative:

Multiple formative projects	0

The formative exercises aim to prepare students for the assessments.
The first assessment tests Learning Outcomes 1, 2.
The final assessment tests Learning Outcomes 3, 4.
Students are required to resit failed assessments in this module.

INDICATIVE READING:	**REQUIRED READING:** Bergström, Bo. *Essentials of Visual Communication*. Laurence King, 2008. **RECOMMENDED READING:** Fletcher, Alan. *The Art of Looking Sideways*. Phaidon, 2001. Heller, Steven, and Veronique Vienne. *100 Ideas that Changed Graphic Desig*n. Laurence King,

	2012.
	Landa, Robin. *Graphic Design Solutions*. Cengage Learning, 2005.
	Lupton, Ellen. *Graphic Design Thinking: Beyond Brainstorming*. Princeton Architectural Press, 2011.
	McAlhone, Beryl. *A Smile in the Mind*. Phaidon, 1998.
	Moriarty, Catherine et al. *Abram Games, Graphic Designer: Maximum Meaning, Minimum Means.* Lund Humpries, 2003.
	Creative Review Magazine
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL:** Computer with design software (Indesign, Illustrator, Photoshop) **RECOMMENDED MATERIAL:**
COMMUNICATION REQUIREMENTS:	Ability to present and discuss work in front of an audience
SOFTWARE REQUIREMENTS:	Adobe Indesign, Adobe Illustrator, Adobe Photoshop, MS Word
WWW RESOURCES:	www.itsnicethat.com www.creativereview.co.uk www.eyemagazine.com Grafik http://www.grafikmag.com/ Graphics International http://www.graphis.com/
INDICATIVE CONTENT:	1. Understanding communication principles. 1. Knowing your audience. 2. Image and meaning. 3. Creating visual stimulation. 4. Developing an idea. 5. Expressing a message visually. 6. Presentation skills.