UNIVERSITY of NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
DES-206	Graphic Design	6
Prerequisites	**Department**	**Semester**
DES-126	Design and Multimedia	Fall
Type of Course	**Field**	**Language of Instruction**
Required	Graphic Communication	English
Level of Course	**Lecturer(s)**	**Year of Study**
1st Cycle	Marianna Kafaridou	2nd
Mode of Delivery	**Work Placement**	**Corequisites**
Face to face	N/A	None

Course Objectives:

The main objectives of the course are to:
- Introduce students to the visual world of graphic design (graphic styles, layout and designers)
- Introduce the basic principles of visual identity and its applications on two and three dimensional graphics
- Introduce marks (logotypes, pictographs, lettermarks, symbols, combination marks and trademarks)
- Introduce graphic design as a communication tool and the designer's role as a communicator
- Develop thought-provoking analysis and critical thinking skills

Learning Outcomes:

After completion of the course students are expected to be able to:
- Discuss graphic design and its role in today's society
- Recognize and analyze recent graphic design styles
- Design and apply marks
- Develop visual identity concepts for an organization/institution/service
- Apply visual identity on two and three dimensional surfaces and communicate visual solutions
- Use computer and manual methods and techniques in the resolution of a visual problem

Course Content:

- The visual language of graphic design and its function
- Graphic layout – Analysis and meaning of design applications
- Graphic designers and graphic styles
- Marks - Logotypes, pictographs, lettermarks, symbols, combination marks, trademarks
- Visual identity
- Brand identity
- Stationary design
- Packaging design (intro)
- Design process and approach to visual communication problems

Learning Activities and Teaching Methods:

Lectures, demonstrations, group/individual tutorials, major projects, one-day/week briefs, exercises, students' seminars and presentations, critique-feedback and studio based discussions.
This is primarily a *studio course,* however it is necessary for students to spend considerable time outside class projects to develop knowledge and skills.

Assessment:

Major brief 1
Major brief 2A
Major brief 2B
Short essay: 3

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Logo Design Love: A Guide to Creating Iconic Brand Identities	David Airey	Peachpit Press, 2nd edition	2014	978-0321985200
Identify: Basic Principles of Identity Design in the Iconic	Tom Geismar and Sagi Haviv	HOW Books	2011	978-1440310324

Trademarks of Chermayeff & Geismar				
Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands	Kevin Budelmann, Yang Kim, Curt Wozniak	RockPort	2013	978-1592537938
Designing Brand Identity: An Essential Guide for the Whole Branding Team	Alina Wheeler	John Wiley and Sons, 4th edition	2012	978-1118099209

Chasser, Anne H. Wolfe, Jennifer C., Brand Rewired: Connecting Intellectual Property, Branding, and Creativity Strategy, Hoboken, N.J: Wiley, 2010
http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=330253&site=ehost-live

Gomez Palacio, Bryony Vit, Armin, Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design, Rockport, 2009
http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=571439&site=ehost-live

Chua, Perry Ilicic, Dann Wow Branding (Firm), Logo Savvy: Top Brand-design Firms Share Their Naming and Identity Strategies, RockPort, 2007
http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=571463&site=ehost-live

Gardner, Bill Hellman, Anne, Logolounge 7: 2,000 International Identities by Leading Designers, RockPort, 2012
http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=576563&site=ehost-live

Keller, Maura Taute, Michelle Capsule (Firm), Design Matters: An Essential Primer, In Design Matters, RockPort, 2012
http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=576560&site=ehost-live