Global Learning Semesters
Course Syllabus
Course: DES-200 Graphic Design
Department: Design
Host Institution: University of Nicosia, Nicosia, Cyprus

Course Summary

Course Code	Course Title	Recommended Credit Hours
DES-200	Graphic Design	3
Semester Offered	**Contact Hours**	**Prerequisites**
Fall	42	DES-180
Department	**Level of Course**	**Language of Instruction**
Design	Lower Division	English

Course Description

- Visual Communication problems and related theory
- The culture of design: Graphic design and its role within various societies
- Graphic design in the 80s and 90s
- Popular influential designers and their work
- Traditional typography-Experimental typography
- Typographic rules and their implementation into the various printed communications
- Design analysis and exploration of contemporary graphic styles
- Breaking the rules of Typography
- Practical and critical studies in which students develop knowledge of two dimensional design and its various applications
- Practical appreciation of design methods and techniques in the resolution of communication problems
Organization of sketch-books, implementation of ideas and presentation techniques

Instructor

Marianna Kafaridou

Course Aims and Objectives

This course focuses on graphic design as a communication tool. Study of the designer's role as a communicator and innovator of design for corporate and environmental needs. Development of specialized projects requiring research and analysis for the portfolio. This course enables students to develop knowledge and understanding of design as it relates to the communication industries, information systems and publishing.

Teaching Methods

The course is delivered through a mixture of lectures, studio presentations, studio tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours . The course is delivered during the Spring semester in 14-weeks (3 hours/week).

Evaluation and Grading

Homework: 20%
Mid-Term: 30%
Final Exam: 50%

Readings and Resources

Required Textbook
There is no required textbook for this course

Recommended Reading
Poynov, Rick and Booth-Clibborn, Edward, Typography now The Next Wave

Blackwell Lewis (1992) The End of Print: The Graphic Design of David Carson , Laurence King Publishing's
Richard H. (1994) Graphic design: A concise history
Wozencroft Jon (1996) The Graphic Language of Neville Broady, Universe Publishing
Blackwell Lewis (1992) 20th Century Type Lawrence King Publishing (reference book)