

Global Learning Semesters

Course Syllabus

Course: DES-240A Computer Utilization for Graphic Design

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-240A	Computer Utilization for Graphic Design	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	DES-235
Department	Level of Course	Language of Instruction
Design	Lower Division	English

Course Description

Continuation of "Introduction to Computers for Designers" and the introduction of more capabilities, applications and uses of Macintosh computers. Combination and application of the software packages used in the field of design. Emphasis on Editorial and Packaging design.

The course is also designed to enable students to design creatively and effectively their portfolio, which includes artwork based on research, conceptualism and execution techniques. Students are encouraged in expanding their projects to full working level, and finalise them at the professional level.

Prerequisites

DES-235

Topic Areas

1. Learning and applying Quark Express software to a professional art work geared to magazine, book, catalogues, brochures etc.
2. Editorial design - Styling the publication, page layout, grids, formats.
3. Packaging design - Introduction.
4. Branding.
5. Surface graphics and construction.
6. Factors that influence packaging.
7. Brief History.
8. Conceptual visuals-Research, methodology and production techniques.
9. Guests lecturers-portfolio presentations.
10. Finalizing portfolio: posters/corporate/packaging/poster.
11. Demonstration of skills in using research and judgment to generate original and creative solutions in answer to the brief.

Readings and Resources

Recommended Reading

- Scher P. (1992) The Graphic design portfolio: how to make a good one, Watson - Guptill Publications.
- Fishel C. (1999) Minimal graphics: the powerful new look of graphic design, Rockport Publishers.
- Hiebert. K. (1998) Graphic design sources, Yale Univ. Press.
- Lawler T. (1989) Design and Communication, Longman.