

Global Learning Semesters

Course Syllabus

Course: DES-410 Art in Print Communication

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-410	Art in Print Communication	3
Semester Offered	Contact Hours	Prerequisites
Fall	42	DES-265
Department	Level of Course	Language of Instruction
Design	Upper Division	English

Course Description

- Introduction to the fundamentals of marketing, advertising, creative concepts and their application
- Appreciation of the fundamentals to produce practical & effective advertising
- Graphic material required to produce conceptual layouts
- Print and broadcast production
- Analysis of existing advertising campaigns and graphic images.

Instructor

Evripides Zantides

Course Aims and Objectives

This course is dealing with marketing, graphic design, photography and illustration. Guest lecturers or tours will cover scaling type, typesetting, illustration, color separations and printing. Analysis of the role of the visual artist in corporate structures, with particular emphasis on advertising and publishing business. Students participate in several design projects that proceed from initial concept to finished product, modeling the work environment, integrating skills learned in prerequisite courses, and developing a portfolio. Campaign will include marketing rationale, creative concepts, copy writing and conceptual layouts.

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 Fall 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

Cardamone T. Advertising agency and Studio skills

Forsell M. and Fogle J. Visual concepts for advertising

Bryason N. (1988) Calligram-Essays in New Art History form France, Cambridge Press.