

Global Learning Semesters

Course Syllabus

Course: DES-513 Between Image and Text

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-513	Between Image and Text	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Design	Upper Division	English

Course Description

To understand the importance of the relationships that exists between Image-Text-Viewer. Study of the conceptual process that puts into practice the literacy of images and texts as conveyors of meaning and symbolism. Examination of the contextual and communication areas that affect the production and interpretation of graphic languages. Emphasis on Interdisciplinary thinking as a basis for exploring the relationship between type and image within the context of sound.

Prerequisites

Graduate Standing

Topic Areas

- Between the reader and the text
- Interpretation of Type and Images
- Context of graphic design for various visual outcomes
- Interpreting the Interpretation and ways of seeing
- The art of the reproduced image, its sources, its quotes and its future.
- Images and texts for argument, information, understanding and pleasure
- Image and Text as creators of narratives
- Sound (Generated, recorded and processed) and Images and Text
- What is interdisciplinary?
- Rethinking Image and Text

Readings and Resources

Recommended Reading

- MEGGS, P.B. (1983) A History of Graphic Design: London: Allenn Lane
- Berger, J (1982) Ways of Seeing: London: Penguin Books
- Kress, G and Van Leeuwen, T (1996) Reading Images. London: Rout ledge
- Weston – Smith, E (1990) Images and Understanding. Cambridge University Press
- Fiske John (1992) Understanding Popular Culture: Routledge

- Foucault Michel (1983) This is not a Pipe. University of California Press