

Global Learning Semesters

Course Syllabus

Course: DES-514 Context of Visual Communication

Department: Design

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-514	Context of Visual Communication	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

The Course examines what are some of the important and critical issues under debate within the Graphic Design Community. Graphic Design is a young field which is only now beginning to have its own distinct history, critical discourse and theory. It controls and puts into practice the design of visual communication according to the demands of target audiences and in the context for which communication is directed. Emphasis is given to methodologies and tools required to generate solutions to visual communication problems. Investigation on the diversity of contexts that influence the way in which visual designers think and work. Development of conceptual thinking for analyzing technological, contextual and communication issues that influence the production of Graphic Design.

Prerequisites

Graduate Standing

Topic Areas

1. History of Graphic Design
2. Issues of debate-cultural contexts
3. Critical discourse and theory
4. Contexts of communication/audiences
5. From theory to practice

Readings and Resources

Recommended Readings

- Greiman, A (1990) Hybrid Imagery Architecture Design and Technology Press
- Oldach, M (1995) Creativity for Graphic Designers, North Light Books
- Kress, G and Van Leeuent, T (1996) Reading Images: The Grammar Of Visual Design
- Barthes, R (1977) Image, music, Text, London: Routledge