



COURSE SPECIFICATION			
NAME OF COURSE: Graphic Design		COURSE CODE:	
STATUS: Optional	LEVEL: M	UNIT VALUE: 8 ECTS	TERMS TAUGHT: 1 st term
Department offering course: Centre for Foreign Languages	Course Co-ordinator: Matej Novotny	Date of course commencement: September 2008.	
Degree Programmes in which to be offered: Computer Graphics for the Media Industry			
Pre-requisites: Entry Requirement	Indicate whether a new course or name of course being replaced: NEW	Total Contact Hours: 40 Lectures: 32 Lab Sessions: 8	
AIMS OF THE COURSE: This optional module will provide the students with a detailed understanding of visual communication using text and/or images to present information, or promote a message. The theoretical and practical knowledge from this course will help students create better designs in the film industry, games development, computer animation and special effects.			

INTENDED LEARNING OUTCOMES
<ol style="list-style-type: none"> 1. Cross cultural graphic design and visual communication 2. Theoretical knowledge of key Graphic Design concepts 3. Ability to analyze design tasks from different perspectives in order to create appropriate design.



LEARNING AND TEACHING STRATEGIES TO BE USED:
<ol style="list-style-type: none"> 1. In class discussion 2. Lectures 3. Lectures and lab exercises



ASSESSMENT CRITERIA (SHOULD LINK EXPLICITLY TO INTENDED LEARNING OUTCOMES):
<ol style="list-style-type: none"> 1. Class participation (10%) 2. Lab exercise (20%) 3. Final project (70%)

TRANSFERABLE SKILLS AND OTHER ATTRIBUTES
<ol style="list-style-type: none"> 1. Ability to intelligently discuss design is a group. 2. Ability to make educated design decisions.



LEARNING AND TEACHING STRATEGIES USED:
<ol style="list-style-type: none"> 1. Lectures and lab exercises 2. Lectures and lab exercises



ASSESSMENT CRITERIA (SHOULD LINK EXPLICITLY TO INTENDED LEARNING OUTCOMES):
<ol style="list-style-type: none"> 1. Lab exercise 2. Final project

COURSE OUTLINE/SYLLABUS:

- Visual language
- Colour theory, colour systems, basic colour harmonies,
- Visual perception
- Composition and layout,
- Perspective,
- Typography
- Multimedia design
- Cultural differences in graphic design

KEY TEXTS AND/OR OTHER LEARNING MATERIALS:

Edward R. Tufte "Envisioning Information", Graphics Press, 1990.

Colin Ware "Information Visualization", Second Edition: Perception for Design, Morgan Kaufmann, 2004.