

COURSE OUTLINE

GRAPHIC DESIGN AND MOTION GRAPHICS IN CULTURAL CONTEXTS

1. GENERAL

SCHOOL	CLASSICS AND HUMANITIES		
DEPARTMENT/UPS	HUMANITIES / DIGITAL APPLICATIONS IN ARTS AND CULTURE		
LEVEL OF STUDIES	UNDERGRADUATE – LEVEL 6		
COURSE CODE	XXXXX	SEMESTER	5 TH
COURSE TITLE	GRAPHIC DESIGN AND MOTION GRAPHICS IN CULTURAL CONTEXTS		
TEACHING ACTIVITIES <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
		3	5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA		
PREREQUISITES:	NO		
TEACHING & EXAMINATION LANGUAGE:	GREEK		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/XXXXXX/		

2. LEARNING OUTCOMES

Learning Outcomes <i>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</i>	
After successfully completing the course, participants will be able to:	
<ul style="list-style-type: none"> • Understand and apply fundamental principles of graphic design, such as composition, color, and typography. • Contribute to the creation of motion graphics and 2D animations using modern digital tools. • Design for digital media with a focus on creativity and innovation. • Recognize the relationship between static and moving content, as well as the role of motion in creating narrative and interactive experiences. • Apply practical knowledge to projects such as promotional videos, exhibition materials, digital presentations, and websites. • Collaborate effectively on group projects, combining diverse visual and creative styles. 	
General Skills <i>Name the desirable general skills upon successful completion of the module</i>	
<i>Search, analysis and synthesis of data and information, ICT Use</i>	<i>Project design and management Equity and Inclusion</i>
<i>Adaptation to new situations Decision making</i>	<i>Respect for the natural environment Sustainability</i>
<i>Autonomous work Teamwork</i>	<i>Demonstration of social, professional and moral responsibility and sensitivity to gender issues</i>
<i>Working in an international environment Working in an interdisciplinary environment</i>	<i>Critical thinking Promoting free, creative and inductive reasoning</i>
<i>Production of new research ideas</i>	
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, ICT Use • Adaptation to new situations • Critical thinking • Promoting free, creative and inductive reasoning 	

- Working in an interdisciplinary environment
- Project design and management

3. COURSE CONTENT

1	Introduction to Graphic Design and Motion Graphics:	<ul style="list-style-type: none"> • Historical evolution of graphic design and motion images. • Overview of key principles in visual communication.
2	Basic Principles of Graphic Design:	<ul style="list-style-type: none"> • Composition, balance, rhythm, color, and typography. • Analysis of successful examples of static and motion graphics.
3	Digital Design Tools:	<ul style="list-style-type: none"> • Introduction to graphic design and animation software (e.g., Adobe Illustrator, Photoshop, and 2D animation programs). • Familiarization with tools and their capabilities.
4	Motion Graphics and Visual Communication:	<ul style="list-style-type: none"> • The role of motion in visual storytelling. • Combining graphic elements with motion.
5	Creation of Static Visual Elements:	<ul style="list-style-type: none"> • Designing logos, icons, and promotional materials. • Use of color, typography, and visual hierarchies.
6	Introduction to Motion:	<ul style="list-style-type: none"> • Basic animation principles: timing, motion curves, keyframes. • Creating simple movements in 2D animation software.
7	Design of Moving Visual Elements:	<ul style="list-style-type: none"> • Designing motion graphics for presentations and advertisements. • Applying motion to typography and images.
8	Storyboarding Techniques for Motion Graphics:	<ul style="list-style-type: none"> • Creating storyboards for narrative development. • Content flow and organization.
9	Creation of Promotional and Communication Materials for Cultural Settings:	<ul style="list-style-type: none"> • Designing and creating promotional videos with motion graphics for cultural and educational organizations. • Practical application of fundamental principles.
10	Using Motion for Narrative Interaction:	<ul style="list-style-type: none"> • Creating interactive animations for websites and applications. • Using movements to enhance user experience.
11	Combining Static and Motion Graphics in Projects:	<ul style="list-style-type: none"> • Creating projects that integrate static and moving elements. • Presentation of visual identities and combining static and motion media.
12	Practice in Interactive Systems and Digital Presentations:	<ul style="list-style-type: none"> • Designing and creating interactive graphics and presentations. • Use of software and tools for digital projects.
13	Evaluation and Presentation of Final Projects:	<ul style="list-style-type: none"> • Final presentation and evaluation of student projects. • Analysis and feedback on creative approaches and techniques used.

4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	<ul style="list-style-type: none"> • Classroom lectures • Workshops • Active learning (hands-on learning) – Experiential learning • Collaborative group learning
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY	Use of ICT in teaching and communication with students <ul style="list-style-type: none"> • PPT presentations

<p style="text-align: right;">(ICT)</p> <p><i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i></p>	<ul style="list-style-type: none"> • Teaching material, announcements and communication through the eClass platform • Student study of supplementary material related to course content • Communication with students via email 																
<p>TEACHING ORGANIZATION</p> <p><i>The ways and methods of teaching are described in detail.</i></p> <p><i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i></p> <p><i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i></p>	<table border="1" style="width: 100%;"> <thead> <tr> <th style="background-color: #d9ead3;">Activity</th> <th style="background-color: #d9ead3;">Workload/semester</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">26</td> </tr> <tr> <td>Workshops</td> <td style="text-align: center;">13</td> </tr> <tr> <td>Essay</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Weekly projects</td> <td style="text-align: center;">38</td> </tr> <tr> <td>Independent study</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Written examination</td> <td style="text-align: center;">3</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Activity	Workload/semester	Lectures	26	Workshops	13	Essay	30	Weekly projects	38	Independent study	40	Written examination	3	Total	150
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Total	150																
<p>STUDENT EVALUATION</p> <p><i>Description of the evaluation process</i></p> <p><i>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</i></p> <p><i>Please indicate all relevant information about the course assessment and how students are informed</i></p>	<p>Formative</p> <p>Weekly projects: 40%</p> <p>Essay (compulsory): 30%</p> <p>Final written examination: 30%</p>																

5. SUGGESTED BIBLIOGRAPHY

Fridsma, L., & Gyncild, B. (2016). *Adobe After Effects CC classroom in a book*. Adobe Press.

Gomez, M. (2019). *Graphic design: The new basics (2nd ed.)*. Princeton Architectural Press.

Lauer, D. A., & Pentak, S. (2011). *Design Basics (8th ed.)*. Cengage Learning.

Lieser, W. (2010). *Digital Art (World of Art)*. Thames & Hudson.

McCarthy, L., Reas, C., & Fry, B. (2015). *Getting started with p5.js: Making interactive graphics in JavaScript and Processing*. Maker Media.

Murphy, B. (2016). *Motion Graphics: Principles and Practices from the Ground Up*. Fairchild Books.

Vickery, R., & Burrill, S. (2019). *Cultural Heritage and New Media Design*. Routledge.

ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	XXXXXXXXXX
Contact details:	XXXXXXXXXX
Supervisors: (1)	YES
Evaluation methods: (2)	Weekly projects: 40% Essay (compulsory): 30% Final written examination: 30%
Implementation Instructions: (3)	The written exams (both mid-term and final) will be conducted via the eClass platform on a date and time that will be announced in advance. Students will be informed of the exam duration and content well ahead of the scheduled exam. The assignment must be submitted through eClass by a specified deadline.

(1) Please write YES or NO

(2) Note down the evaluation methods used by the teacher, e.g.

➤ *written assignment* or/and exercises

➤ written or oral examination with distance learning methods, provided that the integrity and reliability of the examination are ensured.

(3) In the **Implementation Instructions** section, the teacher notes down clear instructions to the students:

a) in case of **written assignment and / or exercises**: the deadline (e.g. the last week of the semester), the means of submission, the grading system, the grade percentage of the assignment in the final grade and any other necessary information.

b) in case of **oral examination with distance learning methods**: the instructions for conducting the examination (e.g. in groups of X people), the way of administration of the questions to be answered, the distance learning platforms to be used, the technical means for the implementation of the examination (microphone, camera, word processor, internet connection, communication platform), the hyperlinks for the examination, the duration of the exam, the grading system, the percentage of the oral exam in the final grade, the ways in which the inviolability and reliability of the exam are ensured and any other necessary information.

c) in case of **written examination with distance learning methods**: the way of administration of the questions to be answered, the way of submitting the answers, the duration of the exam, the grading system, the percentage of the written exam of the exam in the final grade, the ways in which the integrity and reliability of the exam are ensured and any other necessary information.

There should be an attached list with the Student Registration Numbers only of students eligible to participate in the examination.