

**Name of Program: Graphic Design
(BACHELOR OF ARTS)**

Degree: Bachelor of Arts

A graphic designer operates within the graphic design and commercial industry by making use of typography, images or motion graphics to create designs that aim to promote and sell goods and services. A graphic designer conceives specific ideas that are applied visually in various graphics, primarily for electronic or printed media such as business cards, magazine covers, brochures and posters.

A graphic designer needs to have drawing and computer skills as well as imagination and a developed sense of aesthetics. Good communication and public relations skills can prove to be very useful tools for such a profession.

GENERAL OBJECTIVES:

The Program aims to the following:

- In the development of the student's ability to think, write and speak effectively and creatively.
- In the development of the student's communication skills, respect towards social and moral values, recognition of his /hers responsibilities to the community and the country, as the main criteria to build successful relationships with others.
- In the development of analytical and communication skills and decision- making capacity , which in combination with a sense of autonomy , responsibility , integrity and self-awareness can lead to achievement of personal goals and contribution to society.
- In an in-depth exposure of the student to the specific requirements of graphic design and to provide adequate specialization in what the Industry requires for a successful career in this field.
- In the acquisition of knowledge and skills and attitudes that can provide academic and / or professional career development.

SPECIFIC OBJECTIVES:

The Program aims to the following:

- To develop the creativity of students and the practical skills needed for a professionally successful employment in the field of graphic design.
- To develop the necessary professional attitudes and skills of students, offering them the ability to become aware of their own capabilities and responsibility towards the others.
- To offer students an understanding of the social and theoretical frameworks that have influenced historically the evolution of graphic design and how these can be associated with everyday design problems solving.
- To help students develop their visual and communication skills, providing them with the necessary confidence to respond successfully to the diverse nature of their profession.

- To familiarize the students with the cultural, social and commercial dimension of graphic design, offering them the opportunity to apply their specialized knowledge and skills in a variety of specific community and business activities.
- To help students develop further their design skills as well as in similar disciplines.

LEARNING OUTCOMES:

Upon completion of the program, students are expected to be able to:

- Distinguish the philosophical, historical and cultural context of graphic design.
- Distinguish and apply skillfully the elements and principles of visual design.
- Apply problem-solving skills in a wide range of media, such as printing (print based design), interactive media, three-dimensional design (3D design) and animation (motion design).
- Implement aesthetic principles and formalistic elements in practical applications.
- Make Use of design principles and practices to create audiovisual works that convey a specific message to a target audience.
- Make use of an in-depth knowledge of software programs and various techniques, combined with critical thinking and innovative approaches to address various design problems.
- Make use of a variety of design software in their creative process, and constantly be informed of any software updates.
- Integrate their theoretical and practical knowledge in their professional practice in the field of graphic arts.
- Present and effectively analyze their ideas, projects, and their skills as designers to prospective clients.
- Be able to approach and present design solutions that are characterized by an authentic and personal style, which reflects their capabilities and interests.
- Distinguish and understand the role and position of artists and designers in today's reality, contributing creatively to this field.

EMPLOYMENT OPPORTUNITIES:

A graphic designer can find employment in advertising companies, publishing houses, printing houses, newspapers and magazines, television channel companies, theaters as well as production companies that deal with moving images and cinema. As a freelancer, a graphic designer can maintain a variety of clientele with which he or she can manage in various ways and opportunities.

Degree Requirements	Credits	ECTS
Students of the " Graphic Design " program must complete the following credits / ECTS for graduation		
1° YEAR	30	60
2° YEAR	30	60
3° YEAR	30	60
4° YEAR	30	60
Total Requirements	120	240

1° YEAR			
Semester 1		15 Credits	30 ECTS
ENA102	English For Art And Design III	3	6
GRA100	Computer Fundamentals For Arts	3	6
GRA122	Idea Generation Techniques	3	6
GRA181	Design Principles	3	6
GRA191	Drawing Techniques	3	6
Semester 2		15 Credits	30 ECTS
GRA120	History Of Art And Culture I	3	6
GRA195	Typography I	3	6
GRA198	Fundamentals of Painting and Colour Theory	3	6
GRA220	Photography I	3	6
FREE ELECTIVE		3	6
2° YEAR			
Semester 3		15 Credits	30 ECTS
GRA200	History Of Art And Culture Ii	3	6
GRA203	Typography II	3	6
GRA212	Life Drawing	3	6

GRA243	Computer Applications for Designers	3	6
GRA245	Marketing For Designers	3	6
Semester 4		15 Credits	30 ECTS
GRA204	Graphic Design History	3	6
GRA205	Corporate Identity Design	3	6
GRA206	Graphic Design I	3	6
GRA232	Processes And Structures	3	6
FREE ELECTIVE		3	6
3° YEAR			
Semester 5		15 Credits	30 ECTS
GRA306	Typography III	3	6
GRA307	Graphic Design II	3	6
GRA308	Commercial Illustration	3	6
GRA309	3d Modeling Design	3	6
GRA331	Visual Communication	3	6
Semester 6		15 Credits	30 ECTS
GRA322	Publication Design I	3	6
GRA323	Package Design	3	6
GRA325	Research Methods And Professional Practices	3	6
GRA332	Digital Media Techniques	3	6
GRA341	Printmaking And Prepress Production	3	6
4° YEAR			
Semester 7		15 Credits	30 ECTS
GRA400	Motion Graphics I	3	6

GRA401	Web Design I	3	6
GRA413	Graphic Design III	3	6
GRA450	Senior Project	3	6
* MAJOR ELECTIVE		3	6
Semester 8			
		15 Credits	30 ECTS
GRA404	Work Study	3	6
*MAJOR ELECTIVE		3	6
* MAJOR ELECTIVE		3	6
* MAJOR ELECTIVE		3	6
* FREE ELECTIVE		3	6
Motion Graphic Direction			
GRA 340	Contemporary Issues In Art	3	6
GRA407	Comic Book Design And Theory	3	6
GRA408	3d Computer Animation	3	6
GRA411	Sound And Motion	3	6
GRA412	Social Media Design And Technologies	3	6
GRA414	Motion Graphics II	3	6
GRA420	Photography II	3	6
Printed and digital communication			
GRA340	Contemporary Issues In Art	3	6
GRA402	Web Design II	3	6
GRA406	Current Awareness Topics In Graphic Design	3	6
GRA407	Comic Book Design And Theory	3	6
GRA412	Social Media Design And Technologies	3	6
GRA420	Photography II	3	6
GRA422	Publication Design II	3	6