

SCHOOL	Graphic Design
ACADEMIC YEAR	THREE-YEAR PROGRAM I - 2025/2026
SUBJECT	890 Graphic Design I
TYPE OF SUBJECT	Laboratory-Based
NUMBER OF HOURS PER LESSON	4
NUMBER OF ECTS CREDITS	5
DISTRIBUTION OVER THE ACADEMIC YEAR	ANNUAL

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The Graphic Design 1 course aims to elucidate the fundamental principles of visual communication and to propose a structured methodology for the development of graphic projects, with the objective of producing coherent and articulate designs that effectively convey the intended message. Various types of graphic output will be considered: posters, editorial products (books and magazines), and commercial brochures.

Knowledge and understanding	The course will enable participants to critically approach project requests, devising original and coherent solutions in terms of visual storytelling.
Applying knowledge and understanding	The envisioned solutions will materialize through the systematic application of the fundamental principles and concepts of visual communication.
Making judgements	Upon completion of the course, students will be able to independently assess the validity of the design choices made, balancing precision and compositional clarity.
Communication skills	The course facilitates ongoing interaction between the instructor and the learner, as well as among peers. The graphic designs will be shared, and the design solutions undertaken will be publicly explained and justified.
Learning skills	The continuous exercise and the constant solicitation to find solutions to complex and articulated requests will enable participants to progressively enhance their learning abilities. Skills that can be utilized independently to address new requests.

CONTENTS	Course Content: - Elements of visual communication: fundamental principles; - graphic cages and their application; - knowledge and utilization of typographic characters; - methods and theories of color; - principles of perception; - the creative process; - knowledge of representation types; - Analysis of the works of several graphic design masters
ADOPTED METHODOLOGY	[X] In Person The course comprises a structured alternation between formal lectures and guided practical exercises. During the exercises, students will apply the concepts covered in the theoretical explanations. The design and implementation of projects commissioned by external clients will constitute an integral part of the educational program, as will the execution of periodic reviews with the aim of improving the quality of the work produced.
ASSESSMENT METHODS	The acquisition of fundamental visual communication concepts will be assessed through the evaluation of ongoing exercises.