

SCHOOL	Graphic Design
ACADEMIC YEAR	THREE-YEAR PROGRAM II - 2025/2026
SUBJECT	1719 Graphic Design II
TYPE OF SUBJECT	Laboratory-Based
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	4
DISTRIBUTION OVER THE ACADEMIC YEAR	ANNUAL

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The Graphic Design 2 course (first module) is designed to assist students in acquiring the necessary skills for brand design, including logos, pictograms, and payoffs. The significance of fundamental geometric shapes and their interactions will be specifically considered. The analysis of the design steps for renowned brands will enable the replication of the acquired procedure for the development of both educational and real-world projects. An external project, meticulously considered in all its phases: meeting with the client, receiving and analyzing the brief, conducting research, developing a rough concept, digitizing, harmonizing, selecting a color palette, finalizing, and presenting to colleagues and the client.

Knowledge and understanding	The acquisition of knowledge and the development of comprehension skills will be pursued through the critical analysis of the design phases implemented in the creation of renowned brands.
Applying knowledge and understanding	The methodology acquired will be applied to the development of a real project. The design implemented will adhere to professional standards.
Making judgements	The project's adherence to the established rules will facilitate a precise critical analysis. A verification checklist, provided and explained by the instructor, will facilitate a comprehensive self-assessment of the work.
Communication skills	The design implemented will be shared and justified through public presentations and accompanying reports.
Learning skills	The stimulus provided by the course content will enable participants to undertake further studies in the field of visual arts with awareness and complete autonomy.

CONTENTS	Introduction to the concept of branding - Fundamental design principles and basic geometric shapes - Exercises with shapes: the creation of pictograms The fundamental module and the proportions in the design of trademarks - Analysis of case histories - External project development: meeting with the client, receiving and analyzing the brief, conducting research, developing a rough concept, digitizing, harmonizing, selecting a color palette, finalizing, and presenting to colleagues and the client.
ADOPTED METHODOLOGY	<input checked="" type="checkbox"/> 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. Design and execution of projects on external commissions. Regular periodic reviews. Public evaluations and group discussions. Presentation by students of completed projects.
ASSESSMENT METHODS	The final project will be evaluated based on several criteria: adherence to the brief, originality, chromatic and stylistic coherence, scalability, and versatility. Furthermore, the submission of all assigned preparatory exercises will be verified and evaluated.