

Course/Subject/Unit Description

1. General Information			
SCHOOL		School of Design Sciences	
DEPARTMENT		INTERIOR ARCHITECTURE	
STUDY LEVEL		Undergraduate	
CODE OF SUBJECT	EA103	SEMESTER	1
SUBJECT TITLE		BASIC PRINCIPLES OF VISUAL LANGUAGE	
TEACHING CONTENT		Weekly (Hrs)	Credits
Lectures, Essays, Design Workshops/Exercises, Design Project – Portfolio of work.		4	4
Type of Subject		Compulsory	
PREREQUIRED COURSES		no	
Teaching and Exams Language		Greek	
THE COURSE IS OFFERED TO ERASMUS STUDENTS		Yes	
Course website (URL)			

2. Aims and Objectives – Methods – Skills

α. Learning Outcomes

The aim of the course is to acquire knowledge and skills so that students can systematically approach and solve methodical and creative synthetic problems. Through the dialectical relationship between theory and application, the following objectives are pursued:

- Familiarization of students with the systematic approach of architectural interior design.
- Understanding the concept and structure of visual communication

β. Skills

The course is organized in two axes, theory and application. These axes work in unison, with the theory evolving gradually and supporting the implementation part throughout the course. The theory includes lectures by the course instructors. Upon successful completion of the course students:

- Will be able to study, methodically, synthetically and creatively
- They will be able to follow an analytical and synthetic process with the support of the formation of their ideas (concept).
- They will have developed their personal creativity.

3. Subject Context

Analysis of the basic elements of the visual alphabet, understanding of abstract language and of visual communication. Development of the abstract composition. Analysis of his artistic currents of Twentieth century. The Bauhaus and influential artists (Klee, Kandinsky, etc.).

Basic design principles (point, line, surface, composition, balance, rhythm).

Color physics, color impressions. Shade, value, saturation. Basic & Relationship complementary colors, color contrasts. Warm & cool colors, light & dark, and mixing colors.

Subjective color and expression of emotions through color composition. Material study of various surfaces and study of material production with various materials.

4. Teaching and learning methods – Evaluation and assessment

<ul style="list-style-type: none"> - Theory and Design Workshops – Main Project Brief/ Site visits - Group Appraisal /Site Analysis - Theory Essay and Design Exercises - Interim Reviews - Project Final Pin Up - Portfolio Hand In. 	<ul style="list-style-type: none"> - Theory and Design Workshops - Design Exercises - Project Final Pin Up - Portfolio Hand In. 	
Use of Information and Communication Technologies	Learning process support through the electronic platform e-learning (information and teaching materials, hyperlinks, academic libraries, Use of the internet to select renaissance paintings for specific exercises etc.)	
Teaching organization	Activity	Semester Credits
	Lectures	20
	Theory Essay	
	Design Workshop and Exercises	50
	Main Design Project	30
	Research and Analysis of Bibliography	
	Total	100
<i>Student assessment</i>	Design Workshop and Exercises	

5. Recommended/ Bibliography

- Introduction to the visual language, Kozakou - Tsiara Olga
- MODERN ART (1770-1970) & ART AT THE BENCH OF THE 21ST CENTURY, ARGAN GIULIO CARLO & BONITO OLIVA ACHILLE
- ART AND VISUAL PERCEPTION., RUDOLF ARNHEIM
- The design and the color reveal us, George Tsiouris
- Field C & P, (2007) *Design now*, Tachen.
- *Η Ιστορία της Μοντέρνας Ζωγραφικής*, Η. REED εκδ. Υποδομή 1980.
- *Σημείο-Γραμμή-Επίπεδο, Συμβολή στην ανάλυση των Ζωγραφικών Στοιχείων*, W. Kandinsky, εκδ. Δωδώνη, 1980.

- *Τέχνη και Ψευδαίσθηση*, Ε. Η. Gombrich, εκδ. Νεφέλη 1995.
- *Τέχνη και οπτική αντίληψη, Η Ψυχολογία της Δημιουργικής Όρασης*, Rudolf Arnheim, εκδ. Θεμέλιο 1999, Αθήνα.
- *Η Τέχνη σε Μετάβαση*, Γιάννης Κολοκοτρώνης, εκδόσεις Νηρέας, 2000
- *Σημαντικοί σταθμοί της νεοελληνικής ζωγραφικής 19^{ος}-20^{ος} αιώνας*, Αθηνά Σχινά, Χαρ. Χριστοφόρου, Ελληνική Τράπεζα, 2006
- *Τέχνη και Πολιτισμός*, Cl. Greenberg, εκδ. Νεφέλη 2007
- *Η Τέχνη της Ζωγραφικής στον αρχαιελληνικό κόσμο*, Δημ. Πλάντζος, εκδ. Καπόν, 2018

