

Course/Subject/Unit Description

1. General Information			
School		School of Design Studies	
Department		INTERIOR ARCHITECTURE	
STUDY LEVEL		Undergraduate	
CODE OF SUBJECT	EA506	SEMESTER	
SUBJECT TITLE		Visual Art Conception II	
Teaching Content		Weekly 3	Credits 3
Lectures, Essays, Design Workshops/Excercises, Design Project – Portfolio of work.		Design Project/Theoretical essay	
Type of Subject		Mandatory	
PREREQUIRED COURSES		No	
Teaching and Exams Language		Greek	
THE COURSE IS OFFERED TO ERASMUS STUDENTS		Yes	
Course website (URL)		https://elearning.cm.ihu.gr/course/view.php?id=783	

2. Aims and Objectives – Methods – Skills
<i>a. Learning Outcomes</i>
<p>The students learn to appreciate the surface elements found in an interior space as parts of a visually resonant composition. The main objective of this course is to allow the students to familiarize and experiment with known principles of the visual culture in order to arrange all the decorative elements required for each accomplished interior architecture project under the same visually organizing umbrella. For that purpose, the students test and apply research methodologies regarding the collecting assembling visual information, organizing the data of a brief to a concrete idea and applying the idea to given circumstances. A key notion in the course is the wallpaper design. This design tradition is approached both as drawing objective and cultural artifact. Following this, the design of a wallpaper pattern as an outcome is tested within the limitations of a selected project, a food and beverages interior area. The creation and application of a design is seen as a composite visual element of the space in conjunction to other visual entries such as floor material and coloring, wall colors, furniture shapes and colors and all the resulting visual/spatial arrangements.</p>
<i>β. Skills</i>
<ul style="list-style-type: none"> • Visual composition • 3D presentation of visual solutions • Application of cultural knowledge • Understanding, analyzing and producing composite visual systems • Adaptation to current circumstances • Decision making • Creative and deductive thinking

3. Subject Context
<p>The lesson evolves around the idea of repetition as applied in visual culture and in design culture in particular. The repetition of a drawing theme is realized within the limitations of a given layout in order to create a realistic environment which has to be presented as</p>

a visually succinct and seamless whole. The pictorial principals that govern visual composition and visual meaning-making and the subsequent ways to apply them are constantly under discussion in class meetings, lectures and in each personal project. The production of 2D decorative elements becomes a pathway for the understanding of composition principles such as pattern, color, texture and shape as manifestations of culture. The students learn how to juxtapose and combine visual and cultural qualities towards the same end. Critical discussion about the visual elements, their place in history and culture and the ways these are presented in artworks and design projects is strongly encouraged and cultivated. Observation of the natural world and adaptation of artistic traditions as design methods become a means to translate the visual elements to the appointed environment. As the course progresses, the students understand the distance that lies between the birth of a visual idea as a key discerning theme to its realization as a pattern design drawing. During the final application of the designed visual theme in various media and forms in order to support that same idea as the visual principal that shapes a given space the prerequisites for the execution, presentation and the fruitful advancement of a project to successful completion come forth.

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. 	<p>Personal tutorial Theoretical Lectures on visual principals and visual examples taken from a variety of visual fields. Project presentation</p>	
Use of Information and Communication Technologies	Multimedia projections	
Teaching organization	Activity	Semester Credits
	Lectures	20%
	Theory Essay	20%
	Design Workshop and Exercises	
	Main Design Project	50%
	Research and Analysis of Bibliography	10%
	Total	100%
<i>Student assesment</i>	Theoretical Essay and Semester Project Porfolio Hand-in	

5. Recommended/ Bibliography

- Arnason, H. History of Modern Art, Paratiritis 1995, Thessaloniki.
- Arnheim, Art and Illusion, Themelio, 2005.
- Gombrich, Ernst, The story of Art, Education Foundation of The National Bank of Greece, 1998
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- Cole, Drusila, The Pattern Sourcebook, A century of surface design, Laurence King Publishing Ltd, Singapore, 2009.
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- Jackson Leslie, 20th Century Pattern Design: Textile &Wallpaper Pioneers, Princeton Architectural Press, New York, 2011 .
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