

Course/Subject/Unit Description

1. General Information			
School		School of Design Studies	
Department		INTERIOR ARCHITECTURE	
STUDY LEVEL		Undergraduate	
CODE OF SUBJECT	EA606	SEMESTER	6
SUBJECT TITLE		Visual Art Conception III - Product Promotion	
Teaching Content		Weekly 4	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)		ia.ihu.gr/ea606	

2. Aims and Objectives – Methods – Skills
<i>a. Learning Outcomes</i>
<p>The course highlights the aesthetic prerequisites of product display in order to attract client attention. This happens through the appropriate management of current and past cultural moments as they take shape in various eras of artistic production as well a heightened understanding of colors, materials and shapes. The drawing principles of variety, scale, rhythm, order and repetition are examined with an emphasis to understanding how to properly apply them in order to create a successful promotion environment. The use of sustainable materials and sustainable, eco-friendly design is also a matter of concern and put under discussion.</p>
<i>β. Skills</i>
<p>Applied knowledge Applying given data to a new context Cross platform environment (multi-disciplinary subject: visual communication) Composition capabilities Understanding trendy, ephemeral and seasonal visuals Analytical thinking Respect to cultural differences Team Work, self-evaluation-self-presentation.</p>

3. Subject Context
<p>3D applied designs concerning exhibition spaces and events and product displays. Understanding the geometry of space and the guidelines that allow an installation to become meaningful and significant. Relations between scale-quantity-space-materials-colors-volumes in merchandise display. The designs stretch to include altering weather/light conditions, transitional cultural moments and cultural awareness of a place and its traditions.</p>

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 Exercices - Interim Reviews - Project Final Pin Up - Portfolio Hand In. 	<ul style="list-style-type: none"> Personal Tutorial Group interaction Team Work Theoretical presentation 	
Use of Information and Communication Technologies	Multi media Screening	
Teaching organization	Activity	Semester Credits
	Lectures	10%
	Theory Essay	20%
	Design Workshop and Excercises	30%
	Main Design Project	30%
	Research and Analysis of Bibliography	10%
	Total	100%
<i>Student assesment</i>		

5. Recommended/ Bibliography
<ul style="list-style-type: none"> • Tsumas I, History of Decorative arts and Architecture, Ion, Athens, • Fillipidis D., Decorative Arts in Greek Architecture, Melissa, 1998 • Peponis J, The ephemeral Architecture of Shops in Issues about Space and Arts 19/1988 • Konstantopoulos I.Shops, in Issues about Space and Arts, 31/2000 • Andersen, P. & Salomon, D. L. 2010, The Architecture of Patterns, New York: W.W. Norton & Co. • Colli S., Armani G., Display design, Loft Publ. Barcelona, Technotropia, 2003 • Garcia, M. 2009, Patterns of Architecture: Architectural Design, London: Wiley • Ihde, D. Philosophy of Technics, Katoptro, Athens, 2004 • Hamdi Nabeel, The Placemaker's Guide to Building Community, Taylor & Francis Ltd , London, 2016 • Lerner, Jaime, Urban Acupuncture, Island Press, Washington, 2016 • Moussavi, F. 2009, The Function of Form, Barcelona and New York: Actar/Harvard University Graduate School of Design • Weinschenk, Susan 2011, 100 Things Every Designer Needs to Know About People. New Riders

