

CYPRUS UNIVERSITY OF TECHNOLOGY

Department of Multimedia and Graphic Design

[Subjects available in English through individual supervised study](#)

[Academic Year 2019 - 2020](#)

Autumn Semester (Sept. – Dec.)

Course Code	Course Title	ECTS
MGA_ 400	Graphic Arts Applications	6
MGA_ 410	Multimedia Applications	6

Spring Semester (Jan. – May)

Course Code	Course Title	ECTS
MGA_ 102	Principles and History of Typography	6
MGA_ 243	Programing Multimedia	6

Description of the Courses

MGA 400: Graphic Arts Applications

In this course students learn about the design, organization and importance of the portfolio, through which each student expresses and develops individuality and authenticity of design style. Students prepare and practice in methods of presentation for academic and professional purposes using multimedia. The students also take part in local and international competitions and actively contribute constructively in the community, by promoting a wider understanding and appreciation of graphic arts. In this course, students participate in activities where they have contact with real customers or organizations in order to realistically explore data resulting from such work.

Prerequisite: MGA 303: Graphic Design and Advertisement

MGA 410: Multimedia Applications

The course includes the study of at least three different case studies related to multimedia applications. For each case under investigation, students should develop multimedia projects that are consistent with the requirements, specifications and schedules that will be set, and which will be incorporated into an electronic portfolio. The work for this course will be completed during the placement of students in related businesses. The cases that will be investigated, will involve multimedia applications in different fields such as education, advertising, management and ecommerce. The evaluation work will be based on written and oral presentation of the assignment that will be done in each case.

Prerequisite: MGA 243, MGA 315 and MGA 316

MGA 102: Principles and History of Typography

In this course students learn the basic principles and history of typography, the emergence, evolution and reproduction of writing, before and after the advent of printing. They study the anatomy of letters, they get trained to recognize and analyze basic types of fonts, and they learn to recognize the importance of typography in visual communication. In addition, they explore their expressive abilities, with the exclusive use of letters in the design of artistic and experimental applications: typography replaces the image in the transmission of meaning. Emphasis is given to readability and creativity factors, as well as the correct sequence of the creative process.

Prerequisite: MGA 105: Introduction to Graphic Design

MGA 243: Programing Multimedia

The course, as a continuation of PGT241, aims to advance students' knowledge of the use of processing and understanding of object oriented programming to create algorithms that are designed to put the user in a dialogue with the digital media. The aim is to develop creative interactive applications using technologies like kinect, leap-motion etc.

Prerequisite: MGA 241: Design and Computers