

Global Learning Semesters

Course Syllabus

Course: MDES-225 Imag(e)ologies

Department: Design

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MDES-225	Imag(e)ologies	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	None
Department	Level of Course	Language of Instruction
Design	Lower Division	English

Course Description

- Semiotics
- Reshaping Communication
- Reading the image
- The rhetoric of the image
- The new narrative space
- Manipulation of the image
- Construction and deconstruction

Instructor

Evrripides Zantides

Course Aims and Objectives

The course is designed to examine the art of the reproduced image, its sources, its meanings and its future through every day life (books, magazines, billboards). Students are introduced to basic concepts of semiology in order to develop an understanding and knowledge on the “reading”, construction and deconstruction of an image. They are encouraged to explore the changes in perception and subjectivity through the manipulation of the image, and to investigate its connotations. Decoding and comparison between the traditional and the mechanised image is also studied through presentation of a wide spectrum of examples.

Teaching Methods

The course is delivered through a mixture of lectures, studio presentations, studio tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours. The course is delivered during the fall and spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Homework:	20%
Mid-Term:	30%
Final Exam:	50%

Readings and Resources

Required Textbook

There is no required textbook for this course

Recommended

- Taylor, M. & Saarinen, E. (1994) *Imagologies*; Routledge
- Mirzoeff, N. (1999) *An Introduction to Visual Culture*, Routledge
- Winston, B. (1998) *Media, Technology and Society*, Routledge
- Hillis, K. (1999) *Digital Sensations: Space, Identity and Embodiment in Virtual Reality*, Univ. of Minnesota Press