

## COURSE DESCRIPTION

Course Title	Research Methods in Multimedia and Graphic Arts				
Course Code	MGA460				
Course Type	Required course				
Level	Undergraduate				
Year / Semester	Year 4, 1 <sup>st</sup> semester				
Teacher's Name	Andri Ioannou				
ECTS	6	Lectures / week	3 hours per week	Laboratories / week	Included in the 3 hours per week
Course Purpose and Objectives	<p>The course introduces students to the research process and provides the necessary skills to design and implement small-scale research projects in the fields of multimedia and graphic arts. The course includes topics such as planning of research work, theoretical framework, research questions, literature review, APA reference system, selection of research methodology (quantitative and qualitative research), research tools (observation, interview and focus groups, questionnaires) and basic analysis of qualitative and quantitative data. Within the course students will prepare and present small-scale research projects, which include all stages of research.</p>				
Learning Outcomes	<p>Upon completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> <li>- know the key steps of the research process, design and implement small scale research projects.</li> <li>- formulate research questions and select appropriate research methodologies and appropriate data collection tools.</li> <li>- compile prior knowledge for addressing new problems.</li> <li>- critically reflect on the results of their research.</li> </ul>				
Prerequisites	Completion of the required courses of the first three years	Required			
Course Content	<p>Week 1          The importance of research in the fields of multimedia and graphic arts, the stages of research in the social sciences.</p> <p>Week 2</p>				

	<p>Planning of research work, research questions.</p> <p>Week 3 Theoretical framework, concepts and variables of interest.</p> <p>Week 4 The literature review - building on previous knowledge to produce new knowledge.</p> <p>Week 5 Synthesis and writing of previous work and APA reference system.</p> <p>Week 6 Quantitative research - survey research and experimental research.</p> <p>Week 7 Quantitative research - questionnaire, data analysis and presentation of results.</p> <p>Week 8 Qualitative research - action research and case study.</p> <p>Week 9 Qualitative research - observation, interview and focus groups, data analysis and presentation of results.</p> <p>Week 10 Content analysis, data analysis and presentation of results.</p> <p>Week 11 Presentation of research findings, write-up, synthesis and critical discussion of findings.</p> <p>Week 12 Presentation of course projects. Group discussion and critic.</p> <p>Week 13 Presentation of course projects. Group discussion and critic.</p>
Teaching Methodology	Teaching methods include short lectures, classroom activities and assignments, oral presentations, on-site supervision, discussions and class and group reviews. The basic group work of the course gradually builds on

	<p>all course units per week (research framework, research questions, literature review, methodology, data collection and analysis, presentation of results).</p>
Bibliography	<p>Λατινόπουλος, Π. (2010). <i>Τα πρώτα βήματα στην έρευνα. Ένας χρηστικός οδηγός για νέους ερευνητές</i>. Αθήνα: Κριτική. [The first steps in the research. A user guide for young researchers.]</p> <p>Denscombe, M. (2010). <i>The good research guide for small-scale social research projects</i>. Open University Press: London <a href="http://mks.hzau.edu.cn/xzzq/201302/W020130227393365516302.pdf">http://mks.hzau.edu.cn/xzzq/201302/W020130227393365516302.pdf</a></p> <p>Further bibliography depends on the project chosen by each group and will be developed in collaboration with the supervisor.</p>
Assessment	<ol style="list-style-type: none"> <li>1. Group project and presentation (40%)</li> <li>2. Classroom exercises (10%)</li> <li>3. Final exam (50%)</li> </ol> <p>Evaluation criteria</p> <p>According to the learning objectives of the course project, the evaluation will be based on the following criteria:</p> <p>Grade 9 - 10/10 - Work is a well-developed understanding of the processes required. The work is based on extensive and intensive research and innovation. The student shows how the student chose and handled methodologies and sources that are best suited for completing his/her work. The job shows skills and excellent ability.</p> <p>Grade 8 - 8.5 / 10 - Work has a well-developed understanding of processes and is based on a better than average performance for exploration and innovation. The student shows a good idea of how to choose and handle methodologies and resources that are appropriate for completing his/her work. Work shows basic skills.</p> <p>Grade 7 - 7.5 / 10 - The work shows some understanding of the processes required, and is based on some integrated effort for exploration and innovation. The student shows some idea of how to choose and handle methodologies and resources that are appropriate for completing his/her work. The job shows some skills and abilities.</p>

	<p>Grade 6 - 6.5 / 10 - Work has a limited understanding of the processes required, and is based on a limited effort for exploration and innovation. The student shows a little how he chose and handled methodologies and sources that are appropriate for completing his work. Work shows skills and abilities that are less than satisfactory.</p> <p>Grade 0 - 6/10 - The work does not understand the processes required, and/or is based on a lack of effort for exploration and innovation. The student handled the wrong methodologies and sources to complete his work. The job shows skills and abilities that are unsatisfactory.</p>
Language	Greek