

# **PARTNER SEARCH**

## **CULTURE SUB-PROGRAMME**

### **STRAND/CATEGORY**

Small or/and Large-scale projects

### **DEADLINE**

October 2016

### **NAME**

The Semiotics and Visual Communication Research Lab (SVC Lab) of the Department of Multimedia and Graphic Arts at Cyprus University of Technology

### **CONTACT DETAILS**

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### **DESCRIPTION**

The Semiotics and Visual Communication Research Lab (SVC Lab) of the Department of Multimedia and Graphic Arts at Cyprus University of Technology was established in September 2009. It aims to promote research, theory, art and graphic design practice, as well as explore the role and application of Semiotic theories in the making of creative and effective messages within the context of Visual Communication and Social Engaged Design in everyday culture. Image, text/typography and sound—usually present in much graphic communication, multi-media, film, video and motion—interact with one another and each term contains and encompasses the other two terms. The SVC Research Lab aims to investigate and establish research and evaluation methodologies that examine this triangular relationship within the broad theme of creative Visual Communication, Typography, Semiotics, Fine Arts practice and Social Engaged Design.

We welcome proposals, suggestions and collaborations that relate to the interests of the SVC Research Lab. Our lab aims to provide a platform for exploring, collaborating, contributing and embracing ideas that encourage research, Fine and applied Art and design practice in the form of educational seminars, conferences, workshops and exhibitions within the aforementioned areas. The geo-intellectual position of Cyprus bridging the west with the east has a strong history and knowledge as a crossroad of civilizations enriched with a diversity of cultural experiences thus offering a unique place and opportunity for expanding research with social-impact, quantified results and creativity. More information can be found at the website of the research lab at [www.svclab.com](http://www.svclab.com)