

Vangelis Hatzitheodorou

Dr Vangelis Hatzitheodorou teaches "Graphic Design", "Packaging Design" as well as "Design Management and Ethics" at the Department of Graphic Design at the Faculty of Art and Design of the TEI Athens, where he began his studies. He holds of BA (Hons) from Harrow College in Graphic Information Design and an MA in Graphic Design from Central St. Martins School. His PhD thesis "Management of Visual Communication" examines the organization of the creative design process. It focuses on important information design issues, and provides the greatest possible analytical and simultaneously comprehensive and comprehensible insight of the visual communication phenomenon. Its aim is to create a search and management tool that every designer can use to control the dynamics and practical application of information without restrictions, but with creativity and clarity so as to be understood by the users/ receivers. His research also focuses on the fields of Graphic, Typography and Type design.

He also worked as Design Director of Paragraph Design/ Athens, as well as, with advertising agencies in Athens, as a Design Director, and as Section Director of the Image and Identity Department of Athens 2004 Olympic Games. With Paragraph he designed the Mascots of the 2004 Olympic and Paralympic Games, together with the typeface. He has designed corporate and retail products, developing brands - for local, multinational and public companies – such as marks for banks and trade marks in general, packaging, typefaces. He delivered papers in international conferences in Greece and abroad and contributed to the first input of Graphic Designers Union in ICOGRADA to 1989. He is the author of the book "Olympic Pictograms, Design and Semiology", Papatotiriou editions.