

SEMESTER C' WINTER

Course Code	N1-3050
Module	Theoretical Course, General Foundation.
Title:	MANAGEMENT AND ETHICS IN DESIGN (ΔΙΑΧΕΙΡΙΣΗ ΚΑΙ ΔΕΟΝΤΟΛΟΓΙΑ ΣΧΕΔΙΑΣΜΟΥ)
Teacher:	Evangelos Hatzitheodorou
Contact:	vhatzith@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	The learning of design methodology. The ability of formation and development in design. The approach of means that support and communicate design as final and finished product. Acquiring knowledge of the basic concepts for the smooth functioning of the profession of graphic designer. Exploring, explaining how one can have creative results. The determination of the rights and obligations arising from the work created by a designer. How the students become more creative and effective graphic designers/ communicators with an awareness that their work is achieved
Module Subject	This course is designed to enable students to study the management and organization of visual communication as well as to know the principles of professional practice. It examines the process of designing, developing and building a design concept to completion and production, indicating the complexity of the graphic design. It offers an overview of professional practices, ethical values and considerations within graphic design and serves as a practical guide to the management of thinking to achieve integrated communication within the context of professional ethics.
Number of Credits	3

Course Code	N1-3080
Module	General Foundation
Title:	COLOUR FOR GRAPHIC ARTS AND PRINTING (ΧΡΩΜΑ ΓΡΑΦΙΚΩΝ ΤΕΧΝΩΝ ΚΑΙ ΕΚΤΥΠΩΣΕΩΝ)
Teacher:	ANASTASIOS POLITIS
Contact:	apolitis@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	The aim of this course is for students to understand the concept of colour and of colour systems, to acquire skills pertaining to the applications of colour theory in graphic arts, and to realize the issues involved in the management of colour in general.
Module Subject	Theoretical part of the course: This course deals with introductory terms from Optic, the concepts of colour, subjective and objective features of colour, visual perception of colour, colour categories, filters, methods of mixing colours, colour temperature of a light source, standardised sources of light, colour cube, colour maps, RGB, CMY and CMYK, Pantone, colour systems: CIE-xy, CIE-xyY, CIE-LAB, Munsell, GATF. Digital processing of colour, Introduction to the management of colour, the concept of colour profile. Laboratory: This part of the course includes lab practice - tasks relating to the theory just outlined.
Number of Credits	6

Course Code	N1-3090
Module	Foundation
Title:	DTP DESKTOP PUBLISHING (ΨΗΦΙΑΚΗ ΣΧΕΔΙΑΣΗ ΕΝΤΥΠΟΥ)
Teacher:	Apostolos Papapostolou
Contact:	pap@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	During the course, each student will learn how to apply and enhance his/her knowledge of designing the grid and incorporating text, illustrations/photos and other graphic elements for the completion of an edition (leaflet, periodical, newspaper etc.) through digital DTP programs (QuarkXpress, Adobe InDesign) for use in printed copies or Internet/multimedia applications.
Module	Theoretical Part: During the lectures emphasis is given to the visual information specific for the publication of periodical editions: i.e. the aesthetic character according to subject matter and potential readers, its design

Subject	<p>approach (grid underlay), the use of dominant graphic elements and typographic choices and the technical aspects involved (digital specifications of fonts and photographs/illustrations, paper sizes, printing methods, finishing considerations etc.)</p> <p>Workshop: Through a series of exercises the students will focus on the design aesthetics of a periodical publications and in the implementation of typesetting skills (choice of font and type arrangement for tables, footnotes, Contents, Bibliography etc.) and in developing a thorough understanding of the technical considerations of handling and incorporating digital visual material (photographs/illustrations, graphic elements, colour management etc.).</p>
Number of Credits	6

Course Code	N1-3060
Module	Foundation Specialization
Title:	TYPE DESIGN – TYPOGRAPHY (ΓΡΑΜΜΑΤΑ – ΤΥΠΟΓΡΑΦΙΑ)
Teacher:	Georgios D. Matthiopoulos / Sofia Mytilinaiou
Contact:	gmat@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	The course aims to analyze the historical development of the Greek and Latin alphabets and focus on the design principles and unifying elements that define the form and structure of the capital and lower case characters.
Module Subject	<p>WRITING SYSTEMS: THE GREEK AND LATIN ALPHABET The development of writing in Europe: The students will be able to learn about the early alphabetic systems, the writing tools and materilas and the historical development from the majuscule and miniscule letters in Eastern and Western Europe until the invention of Typography, the new method of mass communication that ushered Modernity</p> <p>THE TYPOGRAPHIC CHARACTERS The early printing types: The lectures will focus on the transition of the written letters to sculpted printing types and the impact of the Renaissance in the choices of designs for the Latin and Greek texts. The historical development of typestyles informed through the cultural and national borders: The students will be able to study how type design and typesetting practices developed within national cultures and explore the ways that typographic choices were influenced by religious and socio-economic circumstances. Through a series of exercises with type, each student will be able to investigate the principles and rules of functional type design, to learn the design categories of typefaces, identify historical traits and understand the proper typesetting practices.</p>
Number of Credits	5

Course Code	N1-3040
Module	Foundation Specialization
Title:	VISUALISING INFORMATION (ΓΡΑΦΙΣΤΙΚΗ ΑΠΕΙΚΟΝΙΣΗ ΜΗΝΥΜΑΤΩΝ)
Teacher:	Eleni Martini
Contact:	emartini@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	Visualize ideas, strengthen research abilities, enhance sensibilities and design innovation, familiarize with new Technological means, and create visual messages by combining illustrations and typography.
Module Subject	Module Subject Through a series of projects/exercises, students will focus in the methodology of graphic solutions from the initial level of generating ideas and concepts through gradual implementation to applying realistic specifications (projects development, presentation, and critical analysis). They also have the opportunity, through the projects' development, to practice on a variety of visual approach and stylization in order to communicate messages (concepts-ideas).
Number of Credits	5

Course Code	N1-3070
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Module	Specialization
Title:	DIGITAL IMAGE PROCESSING I (ΕΠΕΞΕΡΓΑΣΙΑ ΨΗΦΙΑΚΗΣ ΕΙΚΟΝΑΣ I)
Teacher:	RANIA EFSTATHIADOU
Contact:	raniaef@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	The aim of the course is for students to understand the meaning of basic terms used in image processing and at the same time to obtain skills relating to their application at the respective stages of Graphic Arts.
Module Subject	This course deals with basic terms of Sensitometry and Densitometry, linear-, halftone- and tone-prototypes, raster, moiré, scanners, systems in use, image reception, file formats, characteristic features of an image, analog and digital image processing, compression, image reproduction, linear and non-linear processes, tone correction, color correction, black printer, histograms, geometrical corrections, images in frequency space.
Number of Credits	5

Course Code	N1-3010
Module	Specialization
Title:	GRAPHIC ARTS MATERIALS (ΥΛΙΚΑ ΓΡΑΦΙΚΩΝ ΤΕΧΝΩΝ)
Teacher:	VASILIKI BELESSI
Contact:	vbelessi@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	The course aims to understand the composition, properties and functions of materials which apply to Graphic Arts Technology.
Module Subject	This course provides an introduction to Materials Science and how Materials Science find applications in Graphic Arts Technology. Specifically, this course include an introduction to polymers, ceramics and materials having magnetic, conductive, fluorescent, thermochromic, photocatalytic properties, etc.
Number of Credits	5

Course Code	N1-3030
Module	Specialization
Title:	PHYSICS – OPTICS (ΦΥΣΙΚΗ – ΟΠΤΙΚΗ)
Teacher:	IOANNIS SIANOUDIS
Contact:	jansian@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	To get basic knowledge of General Physics with special interest in Optics
Module Subject	Introduction (the nature, the characteristics and the propagation of light) Geometrical optics: Reflection at plane and spherical surface, mirrors, Refraction of light (critical angle, total reflection, refraction at dioptron, prisms and thin lenses. Types, Systems of Lenses and their image formation errors. Photometry (photometric quantities and units, point and extended sources, illuminating surfaces , intensity radiant light, measuring devices) Optical instruments (the eye, the magnifier, the optical microscope, the camera). The photographic camera and principle of the photography. Light sources (Hot and cold light sources, LED and Laser) Laser: Principles and properties of radiation. Applications in Graphic Arts (composition analysis and treatment-making surfaces, display systems, holography) Elementary principles of the optical spectroscopy Physical optics: Interference, Diffraction and polarization of light
Number of Credits	5

Course Code	N1-3020
Module	Specialization
Title:	COLOUR, SKETCHING AND MOTION (ΧΡΩΜΑ ΣΚΙΤΣΟ ΚΙΝΗΣΗ)
Teacher:	Giannis Tsigthemoglou

Contact:	jthem@uniwa.gr
Level	6 (Undergraduate)
Semester	THIRD
Module Aims	From the free hand drawing to the digital approach. Practicing with fast color sketches, the students acquire essential drawing skills necessary for illustration, comics and animation.
Module Subject	Drawing live models in successive motion and objects from various points of view, students, acquire the sense of movement, rotation and three-dimensional forms. Materials used: Inks, gouache, acrylic, pencils, marker pens, water colours, pens, Chinese paintbrush.
Number of Credits	5