

## SEMESTER D' SPRING

<b>Course Code</b>	N1-4010
Module	Theoretical Course, General Foundation.
Title:	<b>RESEARCH METHODOLOGY</b> (ΟΡΓΑΝΩΣΗ ΚΑΙ ΜΕΘΟΔΟΛΟΓΙΑ ΕΡΕΥΝΑΣ)
Teacher:	STAMATINA THEOCHARI
Contact:	stheochari@uniwa.gr
Level	6 (Undergraduate)
Semester	FORTH
<b>Module Aims</b>	The aim of the course is the development of the methodological concept in analysis and arrangement of the methods of research in the field of Graphic Arts and Design. Besides, a second aim is the analysis of the elements and the frame of different research techniques (case study, bibliography, statistics etc) in the procedure of designing and presenting a scientific work.
<b>Module Subject</b>	Analysis of the elements of a wide range of subjects that are going to be the basis of small research and presentation. Different methods will be discussed concerning I) The aesthetics and functionality of a presentation II) The improvement of a presentation in correlation with the subject and its elements and frame of methodology
Number of Credits	3

<b>Course Code</b>	N1-4040
Module	Theoretical Course, General Foundation.
Title:	<b>PRINCIPLES OF PRINTING SCIENCE</b> (ΒΑΣΙΚΕΣ ΑΡΧΕΣ ΤΗΣ ΕΠΙΣΤΗΜΗΣ ΤΩΝ ΕΚΤΥΠΩΣΕΩΝ)
Teacher:	ANASTASIOS POLITIS
Contact:	apolitis@yniwa.gr
Level	6 (Undergraduate)
Semester	FORTH
<b>Module Aims</b>	The aim of the course is to understand the basic concepts of the technological processes of the production of the printed materials and the individual elements involved in the complex editions and works of graphic arts and packaging.
<b>Module Subject</b>	Basic principles of printing methods and the specific characteristics of each. The relationship and interdependence of different technological and printing processes applied to the production process of graphic arts Basic applications and their features in the field of graphic arts science The range and types of products produced with the graphic arts
Number of Credits	3

<b>Course Code</b>	N1-4030
Module	Foundation Specialization
Title:	<b>TYPOGRAPHY IN GRAPHIC DESIGN</b> (ΓΡΑΜΜΑΤΑ - ΤΥΠΟΓΡΑΦΙΑ ΣΤΗ ΓΡΑΦΙΣΤΙΚΗ ΣΥΝΘΕΣΗ)
Teacher:	Georgios D. Matthiopoulos / Sofia Mytilinaiou
Contact:	gmat@uniwa.gr
Level	6 (Undergraduate)
Semester	FORTH
<b>Module Aims</b>	The course offers an introduction to pictorial representation of typefaces and its uses in Graphic Design. In addition, the psychological impact that different typefaces have on the reader is demonstrated through several examples. Emphasis is given in the need for integration between pictorialelements and written words, as well as in the various forms and uses of lettering techniques, and basic typesetting skills (paragraph arrangement, type illustration, lettering skills etc.).
<b>Module Subject</b>	Theoretical Part: During the lectures emphasis is given in the ways that Typography expresses a visual message. The lectures discuss the development of type design for basic text and in advertisement. The issues explored include principles on legibility, visual characteristics of various typefaces and their historical context, forms and materials that may be used in illustrating a message. Workshop: Through a series of projects/exercises the students will attempt to develop their understanding and skills in more complex issues concerning type choice for specific themes, type alteration and incorporation to graphic solutions. The students will be also asked to analyze the characteristics of a given material and match it to a typeface in order to design their own unique alphabet.

	EXPECTED LEARNING OUTCOMES: The student should be able to understand and utilize the illustrative properties of type as a means of creative integration in graphic design solutions.
Number of Credits	6

<b>Course Code</b>	N1-4060
Module	Foundation Specialization,
Title:	<b>WEB AND INTERNET MANAGEMENT (ΔΙΑΔΙΚΤΥΟ - ΔΙΑΔΙΚΤΥΑΚΕΣ ΕΦΑΡΜΟΓΕΣ)</b>
Teacher:	Filippa Athimaritou
Contact:	pathima@uniwa.gr
Level	Undergraduate
Semester	FORTH
<b>Module Aims</b>	The aim of this course is to provide students with an understanding of the concepts, the applications and capabilities of distributed internet applications and to review the various technologies involved in the development of internet applications.
<b>Module Subject</b>	Introduction to the internet; historical overview; contemporary technologies and fields of applications; Internet protocols; the TCP/IP protocol suite; web servers; internet and intranet; principles of web safety; development of web applications; the features and capabilities of various Web markup languages such as HTML and XML; to use of Web scripting languages, such as JavaScript, The principles of web design; information architecture on the web; searching models; usability and accessibility of web pages.
Number of Credits	6

<b>Course Code</b>	N1-4050
Module	Foundation Specialization,
Title:	<b>SEMIOTICS IN GRAPHIC DESIGN (ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΣΗΜΕΙΟΛΟΓΙΑ ΤΗΣ ΓΡΑΦΙΣΤΙΚΗΣ ΓΛΩΣΣΑΣ)</b>
Teacher:	MAGDALENA PAPANIKOLOPOULOU
Contact:	papmag@uniwa.gr
Level	Undergraduate
Semester	FORTH
<b>Module Aims</b>	To realize how semiology works for the graphic design applications. Analyzing problems of sign and meaning by treating the elements of the system of language.
<b>Module Subject</b>	Case study. Shelf analysis project. The semiology of the self. Video and photographic project.
Number of Credits	6

<b>Course Code</b>	N1-4050
Module	Foundation Specialization
Title:	<b>GRAPHIC ARTS SCIENCE. OFFSET- LITHOGRAPHY AND DIGITAL PRINTING I (ΕΠΙΣΤΗΜΗ ΤΩΝ ΕΚΤΥΠΩΣΕΩΝ-ΛΙΘΟΓΡΑΦΙΑ ΚΑΙ ΨΗΦΙΑΚΗ ΕΚΤΥΠΩΣΗ Ι)</b>
Teacher:	Anastasios Politis
Contact:	apolitis@uniwa .gr
Level	Undergraduate
Semester	FORTH
<b>Module Aims</b>	Basic principles governing the offset printing (lithography) and digital printing
<b>Module Subject</b>	Offset lithography principles - offset machine engineering - offset machine settings - offset printing chemistry - adjusting factors affecting the printing effect - Manufacture of offset plates and plate construction systems - Printing monochrome and two-color jobs with offset machines - Finding measures - Principles of digital printing (spray method, thermal method, organic photoconductor, electrostatic, electrophotography, etc.) - Print Quality Controls - Printing on various substrates
Number of Credits	6

<b>Course Code</b>	N1-4020
Module	Foundation Specialization
Title:	<b>CORPORATE IDENTITY</b> (ΕΤΑΙΡΙΚΗ ΤΑΥΤΟΤΗΤΑ)
Teacher:	Sofia Strati
Contact:	sost@uniwa.gr
Level	Undergraduate
Semester	FORTH
<b>Module Aims</b>	This course is an introduction to the concept of Identity. The subject matter approaches the structure and function of Corporate Identity with the aim to study its design. From the beginning, the course focuses on the necessity to research. It analyses the catalytic role of corporate identity in the profile each company wishes to communicate to its target audience.
<b>Module Subject</b>	Requirements: <ul style="list-style-type: none"> <li>• Field identification and examination of research areas;</li> <li>• understanding the organizational structure and components of Corporate Identity;</li> <li>• making concluding viewpoints and assessments, evaluations and proposals;</li> <li>• Reorganizing the existing structures or creating new Corporate Identity structures. The course intends to highlight the role of communication in different media. After designing the logo/symbol, a study is carried out on its application manual, followed by typical examples of corporate identity expression: advertising literature and other promotional tools such as press entries, packaging, etc. The design of the proposals includes exploration and study of their integration into corresponding environments.</li> </ul>
Number of Credits	6

<b>Course Code</b>	N1-4080
Module	Foundation Specialization
Title:	<b>PRINTING INKS AND COATINGS</b> (ΜΕΛΑΝΙΑ ΕΚΤΥΠΩΣΕΩΝ ΚΑΙ ΕΠΙΚΑΛΥΠΤΙΚΑ)
Teacher:	STAMATINA THEOCHARI
Contact:	stheochari@uniwa.gr
Level	Undergraduate
Semester	FORTH
<b>Module Aims</b>	The aim of the course is to familiarize the students with the basics about printing inks and coatings, the raw materials, the manufacturing methods, their properties and applications.
<b>Module Subject</b>	Theoretical part: Printing methods and types of inks and coatings. Raw materials and properties of printing inks and coatings. The chemistry and physics of ink function. Drying and curing mechanisms. Applications. Qualitative control and analysis of printing inks and coatings. Laboratorial Part: Basics about inks, components of inks, manufacturing process (three roll mills, mixers, etc) and the role of the laboratory. Solvents, diluents and their properties. Rheology of inks. Quality control and analysis of inks and coatings. Organic coatings of metal packing. Physical, chemical, mechanical and optical properties and typical tests of printed inks. IGT test.
Number of Credits	6

<b>Course Code</b>	N1-4090
Module	Foundation Specialization
Title:	<b>PREPRESS – PREMEDIA TECHNOLOGIES I</b> (ΠΡΟΕΚΤΥΠΩΣΗ- ΤΕΧΝΟΛΟΓΙΕΣ PREMEDIA I)
Teacher:	CHRISOULA GATSOU
Contact:	cgatsou@uniwa.gr
Level	Undergraduate
Semester	FORTH
<b>Module Aims</b>	This course explores the fundamental concepts of premedia, from initial image capture to preparing documents for press via an industry standard premedia workflow system. Students will explore the steps involved in processing press-ready PDFs and how to prepare and evaluate different types of proofs prior to plate output.
<b>Module Subject</b>	Historical review of the advancement of prepress, from analogue to digital pre-printing, basic equipment of a prepress system (scanners, computer platforms, processors, software, OPI servers, monitors, film and plate makers), color observation conditions, image capture, editing, text preparation, graphics creation, page layout, page fitting, PostScript, PDF, Trapping, control file, RIP, electronic rasterization technologies, rasterization printing parameters, CTF recording or CTP - Testing, quality control.
Number of Credits	6

<b>Course Code</b>	N1-4100
<b>Module</b>	Foundation Specialization
<b>Title:</b>	<b>DRAWING-ILLUSTRATION</b> (ΣΚΙΤΣΟ ΕΙΚΟΝΟΓΡΑΦΗΣΗ)
<b>Teacher:</b>	ANNA BENAKI
<b>Contact:</b>	abenaki@uniwa.gr
<b>Level</b>	Undergraduate
<b>Semester</b>	FORTH
<b>Module Aims</b>	The aesthetic education in the subject of text visualization provides the students with a spiritual insight into the psychodynamics of the human body and the sketching of the forms in the illustration, which is necessary for uncovering and decoding the morphoplastic and world-theory elements of their work. The knowledge provided in the course gives spark to the exploration of creative ability in this visual field, acquiring consciousness of the richness of expressive rules, shaping the plastic perception and creating new forms and rhythms in sketch and illustration.
<b>Module Subject</b>	The visualization of text and the sketch and their evolutionary course over time. Fundamental knowledge of the techniques and styles of sketch and illustration. A course of comprehension of a code of visual communication with fast gestural sketches expressing emotional states and interpreting in various ways the alterations of the form created by the dynamics of the shapes and the behavior of colors in the illustration.
<b>Number of Credits</b>	6