

SEMESTER ST' SPRING Field of Graphic Design

Course Code	N1-6020
Module	Theoretical Course, General Foundation.
Title:	THE HISTORY OF GRAPHIC DESIGN I (ΙΣΤΟΡΙΑ ΓΡΑΦΙΣΤΙΚΗΣ Ι)
Teacher:	Georgios D. Matthiopoulos
Contact:	gmat@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	The course aims to analyze the historical development of book design and commercial graphic art from the invention of printing in the 15th c. until the end of WWI.
Module Subject	The course covers the periods: 15th c.: The invention of printing and the first editions (incunabula). Wood cuts in book illustration. The appearance of the first Greek editions in Italy. 16th c.: The growth of book production in Italy, France, Germany, and the Low countries. The use of engraving methods. Greek editions in France and Holland. 16th - 17th c.: The printed Atlases at the Age of Discovery and the developments in book design. 18th c.: The Age of Reason and the publication of the Encyclopedia. The influence of Romanticism in typography. The Greek editions and printers of the Enlightenment in Italy, Austria, and Istanbul. 19th c.: The impact of the Industrial Revolution in printing technology and book aesthetics. The movement of the Pre-Raphaelites, the commercial use of typography and Design. The introduction of Lithography and Photography. Greek editions in the new Greek State. 20th c.: The movement of Art Nouveau / Secession. Graphic design as propaganda in WWI. EXPECTED LEARNING OUTCOMES Through a series of lectures and presentations the students study the impact of printing in visual communication and follow its development, from the Renaissance through to the 20th c., as an art form and commercial enterprise.
Number of Credits	3

Course Code	N1-6010
Module	Synthesis, Specialization Foundation.
Title:	DESIGNING A VISUAL/IDENTITY CAMPAIGN (ΠΡΟΩΘΗΤΙΚΗ ΚΑΜΠΑΝΙΑ)
Teacher:	Anastasia Tsotou
Contact:	atsotsou@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	There is an analysis of the basic graphic design applications for a successful branding strategy campaign. The lectures focus on the methodology for the rendition of symbolism (abstract or pictorial themes) in combination with the study of semiotics and visual communication theory. There is also discussion of exemplary works, which emphasize the significance of branding tactics and of corporate communication strategy in a longer time frame.
Module Subject	The course focuses on the development of research methodology aiming to create successful solutions in both design and communication strategy and the cultivation of a productive and personal design style for each student.
Number of Credits	5

Course Code	N1-6030
Module	Synthesis, Specialization Foundation.
Title:	VISUAL COMMUNICATION THROUGH COMPOSITIONS IN SPACE (ΣΥΝΘΕΣΕΙΣ ΟΠΤΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ ΣΤΟ ΧΩΡΟ)
Teacher:	Georgia Cheirchanteri
Contact:	georgiaxeir@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	The introduction to spatial graphic design (internal-external surroundings). Consequently, students will be introduced to the Three Dimensional visual communication
Module Subject	The increasing use of the advertising images and messages in environmental spaces, produces the need of proper design management. Students build advanced skills in solving complicated visual communication issues, both indoors and outdoors. They will also, be able to use and apply the principles of industrial design to create objects related to graphic design. In addition, they will be specialized in internal-external signage codification.

Number of Credits	5
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Course Code	N1-6040
Module	Theory + workshops, Mandatory module.
Title:	DIGITAL INTERACTIVE MULTIMEDIA APPLICATIONS (ΨΗΦΙΑΚΕΣ ΔΙΑΔΡΑΣΤΙΚΕΣ ΠΟΛΥΜΕΣΙΚΕΣ ΕΦΑΡΜΟΓΕΣ)
Teacher:	Rossetos Metzitakos
Contact:	rossetosm@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXTH
Module Aims	Provide knowledge on designing applications and websites for PC and Table use.
Module Subject	It covers both the underpinning theories and the practices of computing and manipulating digital media including graphics / image, audio, animation, and video. Emphasis is placed on principles and cutting-edge techniques for multimedia data processing, content analysis, media retouching, media coding and compression. All these and more to meet the needs of a tablet app and a website interface design.
Number of Credits	5

Course Code	N1-6050
Module	Specialization, Selected lesson
Title:	COMICS (ΚΟΜΙΚΣ)
Teacher:	Elena Navrozidou
Contact:	elenanavrozidou@yahoo.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	The aim of this course is to introduce the student to the language of art comics and progressively (in two semesters) to gain the required knowledge.
Module Subject	Historical review of the art of illustrated stories, from antiquity to today. The development of the workshop part of the course follows an ever-increasing rise in course requirements. Provision of a series of quick exercises give the student practice in the design of a variety of heroes, short narratives and illustrations. Placing the hero in space and time. The use of the text. The technical exercises comprise quick sketches in pencil and pen for the "story boards" and mixed techniques with paint, collage and computer processing for the final performance of comics.
Number of Credits	6

Course Code	N1-6060
Module	Specialization, Selected lesson
Title:	CARTOON (ΚΙΝΟΥΜΕΝΟ ΣΧΕΔΙΟ)
Teacher:	Eleni Mouri
Contact:	mourye@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	The introduction in the basic elements of the animation technique. In consequence the students will be introduced to the concepts of timing and film language.
Module Subject	The increasing use of animation in various multimedia projects and the effectiveness it seems to give them makes the animation technique useful tool for designers. Students build animation skills through a series of basic exercises that will give them the opportunity to express themselves through the 2D animation by the draw of characters movement and the timing. The use of programs specialized in electronic image processing and editing, will give them the opportunity to create simple audiovisual projects
Number of Credits	6

Course Code	N1-6070
Module	Elective
Title:	3D MONDELING (ΤΡΙΣΔΙΑΣΤΑΤΟΣ ΣΧΕΔΙΑΣΜΟΣ)
Teacher:	Spyros Siakas
Contact:	sthsiakas@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXTH 6 th
Module Aims	The course aims to analyze the methodology and train the students in the field of 3d modeling for animation and interactive forms of design. The course focuses on research practices in the field of 3D design using effectively 3d modeling methods and having a deep knowledge of both traditional hand-made techniques and digital 3D modeling tools, software and practices.
Module Subject	Analysis of 3D modeling techniques through lectures combined with critical analysis of case studies and presentations of examples and good practices in the field of 3D modeling. In more details, the course includes the following: 1. Individual introductory exercises exploring the interface of the 3D design softwares and the basic modeling principles. 2. Group work on 3D Scenography and Environment Design using the creative possibilities of the Blender 3D, an open source 3d design and animation software. 3. Presentation and critical analysis of the projects.
Number of Credits	<u>6</u>

Course Code	N1-6080
Module	Specialization, Selected lesson
Title:	ANATOMY AND STRUCTURE OF PACKAGING (ANATOMIA ΔΟΜΗ ΤΗΣ ΣΥΣΚΕΥΑΣΙΑΣ)
Teacher:	Evangelos Hatzitheodorou
Contact:	vhatzith@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	The integrated graphic design packaging study, in relation to the use and information transfer, as a complete three-dimensional vehicle of communication and promotion. The course focuses on the functionality of packaging design that supports and maintains a product and its commercial nature.
Module Subject	The role of packaging and its functional benefits. The position and kind of packaging in the market and commerce, as well as the diversification of design development. The package as a three-dimensional object, but also as a way of life. The historical side of the package and its evolution through time. The research and the devising of design proposals for a product, according to its position in the market. The entity, the influence and the impact of packaging in relation to color, font style, name and the method of promotion. Students are encouraged to implement their original idea in the three-dimensional space of the packaging and the production method. Preparation exercises in packaging design, according to the main building elements such as text and photography, illustration and colour, symbols and images.
Number of Credits	6

Course Code	N1-6090
Module	Specialization, Selected lesson
Title:	IMAGE, BODY AND WAYS OF SEEING (Η ΕΙΚΟΝΑ ΤΟ ΣΩΜΑ ΚΑΙ ΤΟ ΒΛΕΜΜΑ)
Teacher:	Giannis Tsigthemoglou
Contact:	jthem@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	Reflections on the body and its visual representation
Module Subject	Lectures on artists who have worked in relation to the body within and beyond the boundaries of painting, as well as images from advertising, media and social media. Through observation and discussion, the students are encouraged to develop critical approach and thinking skills. Following their research, they create images and narratives starting from a chosen theme. They explore material from texts, images and personal thoughts, on

	which they build their own artistic statement. Medium used: drawing and painting materials as well as digitally manipulated images.
Number of Credits	6

Course Code	N1-6100
Module	Specialization, Selected lesson
Title:	SIGNAGE AND COMMUNICATION DESIGN (ΣΗΜΑΝΣΗ ΚΑΙ ΕΠΙΚΟΙΝΩΝΙΑΚΟΣ ΣΧΕΔΙΑΣΜΟΣ)
Teacher:	Evangelos Hatzitheodorou
Contact:	vhatzith@uniwa.gr
Level	6 (Undergraduate)
Semester	SIXH
Module Aims	The aim of the course is 1. the ability to display abstract concepts in symbol form, 2. the abstract approach of an image or a symbol, 3. design and presentation of the form as a result of design and aesthetic value, 4. creating design consistency and consistency.
Module Subject	The course 'communicative design' focuses on the meaning of the message and its content. It encourages students to investigate and address the communication problems that arise during the development of the design as well as the transformation of the idea into image and text for the creation of information in the form of prints or images and symbols. The main axes of study and exploration of the course are the semantics of the forms, namely the way people understand words, images, and symbols - pictograms as they read visual statements and narratives. These designed visual statements and narratives such as diagrams, graphs, maps, etc. provide information to make them understandable with ease. The target of the course is to motivate students to experiment on the symbolism of abstract concepts and the choice of symbols for the right design that contributes to communication, but also to create the identity and philosophy of any product or service that contributes to smooth communication.
Number of Credits	6

SEMESTER ST' SPRING Field of Graphic Arts Technology

Course Code	N1-6110
Module	Specialization Selected
Title:	INTERACTIVE MULTIMEDIA (ΔΙΑΔΡΑΣΤΙΚΑ ΠΟΛΥΜΕΣΑ)
Teacher:	RANIA EFSTATHIADOU
Contact:	raniaef@uniwa.gr
Level	Undergraduate
Semester	F
Module Aims	Understanding the concept of interactive multimedia systems while at the same time come in contact with the technologies that support them. Acquire skills in developing interactive multimedia applications using modern techniques and methods.
Module Subject	The features of an interactive multimedia system are described, and an attempt is made to answer the question whether the popularity of multimedia is justified in terms of their usefulness. By their nature, Interactive Multimedia constitutes a hybrid technology which combines many other technologies that -up to a point- are autonomously developed. Examining in depth the basis of all these technologies, and finding out what the existing technology has to offer to interactive multimedia systems are some of the subjects discussed. Finally, the existing fields of interactive multimedia applications are analyzed, with particular emphasis on network applications.
Number of Credits	6

Course Code	N1-6120
Module	Specialization Selected
Title:	QUALITY CONTROL SYSTEMS AND GRAPHIC ARTS STANDARDS (ΣΥΣΤΗΜΑΤΑ ΠΟΙΟΤΙΚΟΥ ΕΛΕΓΧΟΥ ΚΑΙ ΠΡΟΤΥΠΑ ΓΡΑΦΙΚΩΝ ΤΕΧΝΩΝ)
Teacher:	MARIANTHI KOLIOMAROU
Contact:	mkolioma@uniwa.gr
Level	Undergraduate

Semester	F
Module Aims	Graphic arts' industry, Quality standardization and certification, for printed matter, are examined.
Module Subject	Subject associates, graphic arts' industry devices', with quality standardization and certification, in order to manage, sufficient administrative functions; for printed matter.
Number of Credits	4

Course Code	N1-6130
Module	Specialization Selected
Title:	PRINT MANAGEMENT (ΔΙΑΧΕΙΡΙΣΗ ΚΟΣΤΟΛΟΓΗΣΗ ΚΑΙ ΠΡΟΓΡΑΜΜΑΤΙΣΜΟΣ ΠΑΡΑΓΩΓΗΣ, ΓΡΑΦΙΚΩΝ ΤΕΧΝΩΝ)
Teacher:	MARIANTHI KOLIOMAROU
Contact:	mkolioma@uniwa.gr
Level	Undergraduate
Semester	F
Module Aims	Graphic arts' technology, procedures on product-line cost: pre-press to post-press; according to certified industrial machinery and dtp-systems' specifications.
Module Subject	Procedures; on graphic arts' technology, associated to cost product-line; under certified industrial machinery and dtp-devices' specifications. Product-printing materials', and services' cost planning, machineries' operational requirements.
Number of Credits	4

Course Code	N1-6140
Module	Specialization
Title:	GRAPHIC ARTS MANUFACTURING FACILITIES, DESIGN AND SAFETY AT WORK (ΟΡΓΑΝΩΣΗ ΕΓΚΑΤΑΣΤΑΣΕΩΝ ΓΡΑΦΙΚΩΝ ΤΕΧΝΩΝ ΚΑΙ ΑΣΦΑΛΕΙΑ ΣΤΟΥΣ ΧΩΡΟΥΣ ΕΡΓΑΣΙΑΣ)
Teacher:	ANASTASIOS POLITIS
Contact:	apolitis@uniwa.gr
Level	Undergraduate
Semester	F
Module Aims	To give the students the importance of organizing the premises, equipment, facilities and related tasks, a Graphic Arts unit, for its efficient and efficient operation, by examining the various model systems, procedures and regulations that govern the operation of these units and the health and safety of workers.
Module Subject	The meaning and importance of organizing the installations of Graphic Arts units. Work and workflow diagrams. Identify the personnel that will operate a particular unit. Special requirements. Soundproofing. Illumination. Lighting systems. Heating, air conditioning and ventilation. Systems and regulations. Fire safety issues. Waste and Material Management for Recycling. Hygiene issues. Special security issues for staff. Marking. Regulations on marking. The current legislation and facilities of a Graphic Arts unit.
Number of Credits	6

Course Code	N1-6150
Module	Specialization
Title:	FINISHING SYSTEMS FOR PACKAGING (ΣΥΣΤΗΜΑΤΑ ΠΕΡΑΤΩΣΕΩΝ ΣΥΣΚΕΥΑΣΙΑΣ)
Teacher:	CHRYSOULA GATSOU
Contact:	cgatsou@uniwa.gr
Level	Undergraduate
Semester	F
Module Aims	Acquaintance with the basic principles of packaging design. The student understands the interdisciplinary nature of the subject, studies the ergonomics and functionality of various types of box and carton closing systems, Understands the importance of work precision when designing cartons and cartons and also is able to design boxes and cartons with or without the use of design tools (appropriate software).
Module Subject	Paper packaging design - Interactions of the box with different scientific fields - Paper packaging as a container - Paper packaging as projection media (packing, projection stands)

	<ul style="list-style-type: none"> - Paper packaging as a means of protection - The basic functions of paper packaging - Printing methods for paper packaging - Methods of forming paper packaging - Methods of labeling paper packaging
Number of Credits	6

Course Code	N1-6160
Module	Specialization
Title:	GRAPHIC ARTS BUSINESS, ADMINISTRATION AND ENTREPRENEURSHIP (ΔΙΟΙΚΗΣΗ ΚΑΙ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΓΡΑΦΙΚΩΝ ΤΕΧΝΩΝ)
Teacher:	MARIANTHI KOLIOMAROU
Contact:	mkolioma@uniwa.gr
Level	Undergraduate
Semester	F
Module Aims	The course provides specific issues on management, with emphasis on entrepreneurship, new technologies and business functions.
Module Subject	Administrative procedures: Programming, organization, management and control. Business operating systems. Production Systems Management. Discussion of practical examples and current trends and developments
Number of Credits	4