

SEMESTER Z' WINTER Field of Graphic Design

Course Code	N1-7020
Module	Theoretical Course, General Foundation.
Title:	THE HISTORY OF GRAPHIC DESIGN II (ΙΣΤΟΡΙΑ ΓΡΑΦΙΣΤΙΚΗΣ ΙΙ)
Teacher:	Georgios D. Matthiopoulos
Contact:	gmat@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	The course aims to analyze the historical development of book design and commercial graphic art forms from the beginning of Modernism in Visual Communication through to the commercial digital design developments in the US and Europe of our modern era.
Module Subject	Through a series of lectures and presentations the students study the impact of Modernism in visual communication and follow its development, from revolutionary Russia to Germany of the Weimar Republic and on to the poster propaganda of the Spanish Civil War and WWII. The analysis progresses to the commercial explosion in the post WWII societies and the role of graphic design in modern digital communication. EXPECTED LEARNING OUTCOMES The student should be able to understand the historic development of graphic design solutions, and learn, through many visual examples, how to develop a conceptual affinity and interaction with the visual artists of the previous generations.
Number of Credits	3

Course Code	N1-7060
Module	Theoretical Course, Specialization Foundation.
Title:	INTELLIGENT PACKAGING (ΕΥΦΥΗΣ ΣΥΣΚΕΥΑΣΙΑ)
Teacher:	Nomikos Spyridon
Contact:	nomic@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	The aim of the module, are to connect the physical substrate, with electronic devices
Module Subject	The Intelligent packaging connect the physical and electronic world. Organized and analyzing, the nfc system (which this app, there are on all smart phones and all physical packages through the optical graphical message .The methodology supporting through conceptual model, functional model and workflow model. The innovative module, are new and is the new generation of the communication system.
Number of Credits	3

Course Code	N1-7010
Module	Synthesis, Specialization Foundation.
Title:	LITERARY- BOOK DESIGN (ΣΧΕΔΙΑΣΜΟΣ ΛΟΓΟ-ΤΕΧΝΙΚΟΥ ΒΙΒΛΙΟΥ)
Teacher:	Sofia Strati
Contact:	sost@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	The aim of the (Literary) Book Design course is to establish a creative combination of illustration and graphic design. It cultivates the intention of creating and organising the production of communicatively expanded "construction" works of graphic arts. The design realisation strives to project the functional value of the book as a contemporary project, a product of local culture.
Module Subject	The course highlights the development of books as a means of communication, as well as the political, economic and cultural correlations that affect their dissemination. It provides information and presents a methodology for the development and implementation of ideas on selected topics and for the creation of original projects, included in broader sets. The designed book is a tool/"venue" for the emergence of new trends in visual communication and conceptual design. Requirements include an integrated design proposal for an illustrated book with a creative approach – after seeking alternative interpretations of messages – and field research. Throughout the course, emphasis is placed on documenting choices and targeting quality presentation of creative design proposals, in relation to the underlying conditions of Greek publications and of printed matter in general.
Number of Credits	6

Course Code	N1-7070
Module	Synthesis, Specialization Foundation.
Title:	DISSERTATION - SEMIOTICS OF ART LANGUAGE (Η ΣΗΜΕΙΟΛΟΓΙΑ ΣΤΗΝ ΚΑΛΛΙΤΕΧΝΙΚΗ ΕΚΦΡΑΣΗ)
Teacher:	MAGDALENA PAPANIKOLOPOULOU
Contact:	papmag@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	Semiotic research through the modern art practices. Art in Context. Semiotics of group projects. The body as a semiotic sign in art theory. Research on contemporary art projects that conceptually influence the art scene.
Module Subject	Case Study. Creation of a group conceptual project through a personal research of the educational and social background. Presentation in public space.
Number of Credits	6

Course Code	N1-7050
Module	Specialization, Selected lesson
Title:	GRAPHIC NOVEL – DIGITAL PROCESSING (ΚΟΜΙΚΣ ΨΗΦΙΑΚΗ ΕΠΕΞΕΡΓΑΣΙΑ)
Teacher:	Elena Navrozidou
Contact:	elenanavrozidou@yahoo.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	The objective of the course is for student to create their own stories with sequential images (Graphic Novel).
Module Subject	In the workshop of the course the emphasis is on experimenting the students on the style of narration, writing, and the aesthetics of their works. The interesting interpretation of the scenario in the image and the quality of their comics.
Number of Credits	6

Course Code	N1-7070
Module	Specialization, Selected lesson
Title:	ANIMATION (ΕΜΨΥΧΩΣΗ)
Teacher:	Eleni Mouri
Contact:	mourye@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	To give the students both a clear knowledge of animation and the ability to use the animation technique in various relevance applications. At the same time includes the introduction to the fundamental elements of the concept design and the research practices in the creation of an animation project.
Module Subject	The consequence of course objectives includes the following: <ul style="list-style-type: none"> • The understanding of the way of producing an animation spot and the capability of the students to create one. • The use of various animation sequences in the creation of an animation spot • The use of mixed techniques, eg projects with 3d, stop motion drawings, 3d and stop motion etc. in the creation of an animation spot The presentations of the films created by the students in short film festivals in Greece and abroad either individually (each student individually) or collectively (all films with a common theme or tribute to TEI) level, as well as in the world wide web site of the course: www.youtube.com/teianima .
Number of Credits	6

Course Code	N1-7080
Module	Elective
Title:	3D ANIMATION (ΤΡΙΣΔΙΑΣΤΑΤΗ ΚΙΝΗΣΗ)
Teacher:	Spyros Siakas

Contact:	sthsiakas@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH 7 th
Module Aims	The course aims to analyze the methodology and train the students in the field of 3d animation for animation. The course focuses on research practices in the field of 3D animation using effectively 3d digital tools and having a deep knowledge of both traditional hand-made animation techniques and digital 3D modeling tools, software and practices.
Module Subject	Analysis of 3D animation techniques and methods through lectures combined with critical analysis of case studies and presentations of examples and good practices in the field of 3D animation. In more details, the course includes the following: 1. Individual introductory exercises exploring the interface and animation possibilities of the 3D design software. 2. Group work on 3D animation exercises on the basic animation principles 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	6

Course Code	N1-7030
Module	Specialization, Selected lesson
Title:	BRANDING (ΕΜΠΟΡΙΚΗ ΣΥΣΚΕΥΑΣΙΑ ΚΑΙ ΜΑΡΚΑ)
Teacher:	Evangelos Hatzitheodorou
Contact:	vhatzith@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	Comprehensive design study of a series of packages governed by coherence and consistency. The package as a vehicle beyond its functional and aesthetic nature, and also as a means of promoting trade and affirmation (branding) in the consciousness of the consumer. The treatment of packaging design not only as a functional and communicative tool, but also as a vehicle for recognition and promotion of the commercial and qualitative value of a product.
Module Subject	The dynamics of a package and the concept of "Branding". Diversification of products and their placement in the market. The development of knowledge and skills for students to design a complete line of products or a single product. The identification and definition of criteria in perceptions of Brand (commercial product) and market behaviour towards it. The ecological dimension of a package and its prospective role. Students are asked to design packages covering different product areas of the market, to apply their ideas in two-dimensional and three-dimensional form, and their spreads.
Number of Credits	6

Course Code	N1-7090
Module	Specialization, Selected lesson
Title:	DESIGN AND MANAGEMENT OF VISUAL COMMUNICATION (ΣΧΕΔΙΑΣΜΟΣ ΚΑΙ ΟΡΓΑΝΩΣΗ ΟΠΤΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ)
Teacher:	Evangelos Hatzitheodorou
Contact:	vhatzith@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	This module enables the student to explore how to integrate and coordinate the aspects of a complex communication. The recognition of design homogeneity/ uniformity as a factor in communication development of an organization. The strategy of addressing and learning communication design, as a systematic activity, that starts from identifying the need of the market and the user to communicate or sell, a product or service. To understand design as activity that includes product/service, processes, consumers/receivers and companies/organizations.
Module Subject	This course explores the organization of systems that serve to integrate the appearance and co-ordination the design production of a project. The visual characteristics of a project such as shape, colour, materials make up a vehicle for reading and recognition to help the public to function in an urban space. Symbols and identity systems are the basic elements of a communication design system that seeks to specifically identify an object or a place

	for the public and to serve as a communication identity. The lesson is intended to complete the study of how to integrate and co-ordinate aspects of complex communication. • The students are asked to designally explore the verbal and visual language of an organization's products as a communication language with the aim of information unification and design clarity. • The design study has a set of design goals and aims to create a set of graphical standardized proposals that highlight the organization's identity. • The course teaches students how to solve communication problems and to create solutions regardless of the medium within the limits of reality.
Number of Credits	6

Course Code	N1-7040
Module	Specialization, Selected lesson
Title:	ART, SPACE, COMMUNICATION (ΤΕΧΝΗ ΧΩΡΟΣ ΕΠΙΚΟΙΝΩΝΙΑ)
Teacher:	VADA HALIVOPOULOU
Contact:	echalyvopoulou@uniwa.gr
Level	6 (Undergraduate)
Semester	SEVENTH
Module Aims	The course aims to develop students' understanding on designing through space using contemporary art practices and communicative methods. Through the semesters' project, students develop their abilities to deal with art and spatial vocabulary so as to better understand the transforming possibilities of the context of everyday space in which they live and create.
Module Subject	Art practices and spatial qualities and concepts are used in this class in order to design social space. Site specificity and the use of participative and relational art practices give new meanings to visual design
Number of Credits	6

SEMESTER Z' WINTER Field of Graphic Arts Technology

Course Code	N1-7110
Module	Specialization Selected
Title:	INTERACTION DESIGN (ΔΙΑΔΡΑΣΤΙΚΟΣ ΣΧΕΔΙΑΣΜΟΣ)
Teacher:	CHRYSOULA GATSOU
Contact:	cgatsou@uniwa.gr
Level	Undergraduate
Semester	G
Module Aims	Having successfully completed this module, students will be able to demonstrate knowledge and understanding of: -How different disciplines (human factors, cognitive psychology, engineering, design, etc.) influence the design of interactive systems -How users interact (dialogue) with system -The classification of input/output devices and techniques -How to design, prototype and evaluate a user interface
Module Subject	This module introduces students to the Interaction Design (IxD) cycle and to the principle of user centered design. It provides students with the opportunity to practice the use of a variety of IxD tools to better understand users' needs, develop prototype interactive systems and evaluate those systems.
Number of Credits	6

Course Code	N1-7120
Module	General Foundation
Title:	PRINTING SYSTEMS ENGINEERING (ΜΗΧΑΝΙΚΗ ΤΩΝ ΕΚΤΥΠΩΤΙΚΩΝ ΣΥΣΤΗΜΑΤΩΝ –ΗΛΕΚΤΡΟΝΙΚΑ ΚΑΙ ΑΥΤΟΜΑΤΙΣΜΟΙ)
Teacher:	SAVVAS VASSILIADIS
Contact:	svas@uniwa.gr
Level	Undergraduate
Semester	G
Module Aims	The student will be able to understand the basic of electronics in modern printing machines The student can make measurements of the electronic equipment and diagnose the proper functioning of the equipment

Module Subject	Basic concepts and structure of printing systems. Structure of mechanical and electronic parts. Automation in printing systems - feed, mechanical parts controls, coincidences, cylinders and settings
Number of Credits	6

Course Code	N1-7130
Module	Specialization
Title:	ELECTRONIC MEDIA PUBLISHING (ΕΚΔΟΤΙΚΑ ΣΥΣΤΗΜΑΤΑ ΚΑΙ ΕΦΑΡΜΟΓΕΣ ΗΛΕΚΤΡΟΝΙΚΩΝ ΕΚΔΟΣΕΩΝ)
Teacher:	FILIPPA ATHIMARITOU
Contact:	pathima@uniwa.gr
Level	Undergraduate
Semester	G
Module Aims	The aim of the course is to teach the modern publishing environment for the editorial process and management information and content to printed and electronic media of visual communication.
Module Subject	Publishing and editorial process Publishing businesses. Classification, categories - Publishing types of companies (newspapers and magazines) publishing houses for the publication of books and other publications. Publication, processing and production for print and electronic media – Publishing environments, cross-media management of data for printed and electronic media (cross - media publishing). Content management. Premedia technologies.
Number of Credits	6

Course Code	N1-7140
Module	Specialization Selected
Title:	ADVANCED PACKAGING APPLICATIONS (INTELLIGENT- SMART PACKAGING) ΣΥΓΧΡΟΝΕΣ ΕΦΑΡΜΟΓΕΣ ΣΥΣΚΕΥΑΣΙΑΣ (ΔΙΑΔΡΑΣΤΙΚΗ-ΕΥΦΥΗΣ ΣΥΣΚΕΥΑΣΙΑ)
Teacher:	ANASTASIOS POLITIS
Contact:	apolitis@uniwa.g
Level	Undergraduate
Semester	G
Module Aims	The aim is to describe, distinguish and explain the basic and critical concepts, theories and conventional printing techniques, to transform the conventional process into intelligent.
Module Subject	The course introduces conceptual / functional work flow concepts, methodologies and conceptual / functional workflows to physics / conventional print antennas or memory for smart print applications.
Number of Credits	6

Course Code	N1-7150
Module	Specialization Selected
Title:	ADVANCED PREPRESS APPLICATIONS – PREMEDIA (ΕΙΔΙΚΕΣ ΕΦΑΡΜΟΓΕΣ ΠΡΟΕΚΤΥΠΩΣΗΣ)
Teacher:	M. KOLIOMAROU
Contact:	mkolioma@uniwa.gr
Level	Undergraduate
Semester	G
Module Aims	Management knowledge on Prepress, method procedures; attended to publishing; under certain specifications for quality reproduction.
Module Subject	Oral Study. Prepress to post-press, workflow management processes; are applying: CTP system, to printing procedures; for precise color reproduction, after calibrating and switching different colors' ICC profiles. Practice Stage. In accordance to Oral part; a project; based on a multi-page spread form; is asked, to produce.
Number of Credits	6

Course Code	N1-7160
Module	Specialization
Title:	DIGITAL IMAGE PROCESSING II (ΕΠΕΞΕΡΓΑΣΙΑ ΨΗΦΙΑΚΗΣ ΕΙΚΟΝΑΣ II)

Teacher:	RANIA EFSTATHIADOU
Contact:	raniaef@uniwa.gr
Level	Undergraduate
Semester	G
Module Aims	The aim of this course is for students to understand the concepts that relate to image processing and acquire skills pertaining to applications in graphic arts processing.
Module Subject	Image Analysis, binary images, morphological processes, filters (high pass-, low pass-, statistical-), noises (periodical and non – periodical), filters against noises, proofs, image synthesis, image and 3D graphics, pseudo-colors, all system safe colors, interpolation, data bases, real color spaces and need for color profiles introduction, color management with ICC – profiles.
Number of Credits	6

Course Code	N1-7170
Module	Specialization Selected
Title:	ADVANCED APPLICATIONS ON TYPOGRAPHIC DESIGN (ΕΙΔΙΚΕΣ ΕΦΑΡΜΟΓΕΣ ΤΥΠΟΓΡΑΦΙΚΟΥ ΣΧΕΔΙΑΣΜΟΥ)
Teacher:	CHRYSOULA GATSOU
Contact:	cgatsou@uniwa.gr
Level	Undergraduate
Semester	G
Module Aims	This course aims to give students an understanding of design and executes concepts such as typographical visual hierarchies within a layout and concepts of complex typographical grids that use multiple column layouts. Concepts of legibility and readability are also discussed.
Module Subject	How to use various a grid systems: manuscript, column, modular, or hierarchical How to use geometric proportions in layouts: golden rectangle, golden spiral, or root 2 rectangle How to use the principles of balance, negative space, and focal points in a composition Guidelines for unifying a page design, including framing, page bleeds, layering, and proximity Advanced issues in legibility and readability
Number of Credits	6