COURSE OUTLINE

(1) GENERAL

SCHOOL	**SCHOOL OF APPLIED ARTS & CULTURE**
ACADEMIC UNIT	**DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION**
LEVEL OF STUDIES	**Undergraduate**
COURSE CODE	**N1-2020** SEMESTER **2nd**
COURSE TITLE	**GRAPHIC ARTS HISTORY AND TYPOGRAPHY**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	2	**3**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General background
PREREQUISITE COURSES:	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES (in English)
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD109/

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A
- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon successful completion of the course students will have acquired knowledge of all historical development of Graphic Arts and Typography, but also the necessary background to monitor and assimilate modern developments in Graphic Arts Technology.

- Creative, analytical and inductive thinking.
- Required for the creation of new scientific ideas.
- Working independently.
- Working in groups.
- Decision making

(3) SYLLABUS

The aim of the unit is to provide students with an understanding of the historical process of the development of Graphic Arts. It examines the evolution of Graphic Arts from its birth and the early trials and applications to the latest technological achievements.

Module Subject The Prehistory of Graphic Arts. The earliest forms of graphic communication, the invention of writing, the evolution of handwritten communication and the development of Greek writing, the materials of writing, from manuscript to printed communication. The Graphic Arts from the 15th to 19th century the invention of printing, the inventor Johannes Gutenberg the spread of printing, the early Greeks printers. From the 19th to 21th century the industrial revolution and the Graphic Arts. The evolution of printing presses, the evolution of typesetting (linotype, monotype, phototypesetting), the invention of photography and the Graphic Arts, the photomechanical reproduction, color reproduction. Introduction to Graphic Arts Technology. The various stages of production form. Prepress, printing, closure. Productivity analysis problems and implementation criteria to species and technologies in printed communication. Evaluation of the role of the printer, costing and work criteria. Specific technological elements applications, typographical printed products

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Presentations and lectures using audiovisual media.

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Activity	Semester workload
	Lectures	80
	Course total	80

| STUDENT PERFORMANCE EVALUATION
Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students. | Written three hours final exam (100%) that includes:
- Critical questions on issues related to course content.

The evaluation criteria and the time schedule are posted from the start of the course at the UNIWA e-class website. All relevant information is explained in detail at the beginning, as well as, throughout the semester, during the weekly lectures. Upon request, all the information is provided using email. |

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Related academic journals:
1. Jean G., Η γραφή, η μνήμη των ανθρώπων, 2η έκδοση, 1994.
2. Χριστίδης Φ. Α., Ιστορία της αρχαίας ελληνικής γλώσσας, Ινστιτούτο Νεοελληνικών Σπουδών (Ίδρυμα Μανόλη Τριανταφυλλίδη), Θεσσαλονίκη, 2005.
3. Eisenstein Elizabeth, Η τυπογραφική επανάσταση στις απαρχές της νεότερης Ευρώπης, εκδόσεις Τυποφιλία, Θεσσαλονίκη, 2004.
4. Barbier Frédéric, Ιστορία του Βιβλίου, Εκδόσεις Μεταίχμιο, Αθήνα, 2001.
5. Πεντακόσια Χρόνια Έντυπης Παράδοσης του Νέου Ελληνισμού (1499-1999), Βουλή των Ελλήνων, Αθήνα, 2000.
6. Παυλόπουλος Δημήτρης, Χαρακτική – Γραφικές Τέχνες, Αθήνα, Εκδόσεις Καστανιώτη και Διάτων, 2004.
7. Febvre L. and Martin J. H., The Coming of the Book, London, 1976.
8. Hind A.M., A History of Engraving & Etching from the 15th Century to the year 1914, New York, 1963.
9. Muller W. J., The Invention of Lithography by Alois Senefelder, GATFPress, Pittsburgh, 1998.