COURSE OUTLINE

- **GENERAL**

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION
LEVEL OF STUDIES	Undergraduate

COURSE CODE	N1-7170	**SEMESTER**	7th

COURSE TITLE	ADVANCE APPLICATIONS ON TYPOGRAPHIC DESIGN	

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**
lectures	2	
Tutorials	2	
	4	6
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	skills development
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/GD156/

- **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*

After the completion of the course the students will be able to:
- Understand all the parameters that control the creation and processing of any type of form on the computer.
- Control the procedures by which problems that occur during electronic form processing can be addressed.
- Solve problems that occur during the workflow in complex work environments.

General Competences

2

Taking into consideration the general competences that the degree-holder must acquire

(as these appear in the Diploma Supplement and appear below), at which of the following

does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Production of new research ideas
	Project planning and management
	Respect for difference and multiculturalism
Adapting to new situations	Respect for the natural
Decision-making environment responsibility	Showing social, professional and ethical
Working independently	and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment thinking	Production of free, creative and inductive
Working in an interdisciplinary environment	Others…

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

- **SYLLABUS**

Theoretical Part of the Course

Principles of typographic design of a form. Modern developments in digital

typography: issues of software and technological equipment. The impact of these developments on the way we work in the professional environment. Deepening in the topics of text typesetting, choice of font in relation to the type of form, creation of special characters. Font samples: their creation and usefulness. The importance of readability. Readability parameters and their control. Typing rules, structural forms and techniques. Complex and special types of typing. Specialized paintings, with the introduction of images and other objects. Complex combinations of objects and frames with text. Work organization for large page editions. Edit table of contents, footnotes and index in these editions. Link to other programs (spreadsheets, databases, design programs). Workflow organization for newspapers and magazines, and special software for these cases. Normalize communication between files. Page description languages. Create files for preprinting. New digital font technologies. Troubleshooting digital fonts.

Principles of digital font design. Visual character recognition. Special

typesetting. Transfer tasks to websites. Multimedia connection. Electronic

publications and electronic paper.

Laboratory Part of the Course

Page organization, pagination structures and their utilization. Check distances between elements, words and lyrics. Data distortions. Creating pages with complex typesetting problems. Creating a sample book. Parameter controlreadability. Creating kerning tables. Drafting rules (specifications)

typesetting, for specific types of publications. Array applications with special character edits. Content conversions to objects and consolidation of objects into various formats. Create template files for paragraphs, text, and pages. Standard version files. Creating libraries. Creating

a table of contents, index, footnotes, bibliography. Creating squaring and spelling files. Study and creation of a set of forms that form a unit (forms of companies, different uses, with the same identity, etc). Work organization and production of digital forms.

- **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 on power point and video projections.

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*		
	Δραστηριότητα	**Φόρτος Εργασίας Εξαμήνου**
	Lectures	80
	Lab projects	70
	Course total	**150**

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.*	**Theoretical part** Written Three hours final exam (100%) that includes: - Critical questions on issues related to course theoretical content. **Laboratory part** • Perform a series of tasks in the Prepress lab, in groups of two or three students. • Writing a technical report per assignment and student, with a presentation of the assignment and its presentation in the examination of the laboratory part. *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 or social networks.* *All the modules-exercises have the grade percentage for the calculation of the final evaluation.*

- **ATTACHED BIBLIOGRAPHY**

Greek sources

1. Gatsou, C. (2018) "Ειδικές Εφαρμογές Τυπογραφικού Σχεδιασμού" Lecture notes

International Sources

1. Carter, R. (2018). Typographic Design: Form and Communication

2. Grid systems in graphic design: A visual communication manual for graphic designers, typographers and three dimensional designers, 1996

3. Bringhurst R., (2008), «Στοιχεία της Τυπογραφικής Τέχνης», μτφρ. Γ. Δ. Ματθιόπουλος, Ηράκλειο, Πανεπιστημιακές Εκδόσεις Κρήτης

4. Μακράκης Μ. (επιμ.), (1998), «Τα ελληνικά γράμματα: Από την σκληρή πέτρα στον σκληρό δίσκο», Linora, Αθήνα

5. Burnhill Peter, (2003), «Type Spaces», Hyphen

6. Clair Kate, (1999), «A Typographic Workbook: A Primer to History, Techniques, and Artistry»,

7. John Wiley & Sons

8. Tschichold Jan, (1998), «The New Typography», University of California Press

9. Bringhurst R., (2000), «A Short History of the Printed Word Warren Chappell», Hartley and Marks Publishers

10. Kinross Robin, (2004), «Modern Typography», 2nd Edition, Hyphen

11. Gill Eric, (1993), «An Essay on Typography», David R. Godine Publisher

12. Morison Stanley, (2000), «Letter Forms», Hartley and Marks Publishers

13. Wilson Adrian, (1993), «Design of Books», Chronicle Books

14. Loxley Simon, (2004), «Type: The Secret History of Letters», I. B. Tauris

15. De Jong, C. and Tholenaar, J. (2009), «A Visual History of Typefaces & Graphic Styles», Taschen

16. Elan Kimberly, (2004), «Grid Systems», Princeton Architectural Press, New York.

17. Kinross R. and Hochuli, J. (1996), «Designing Books: Practice and Theory», Hyphen Press, London.

18. Grossman, J. (1993) The Chicago Manual of Style