

## COURSE OUTLINE

- **GENERAL**

<b>SCHOOL</b>	SCHOOL OF APPLIED ARTS & CULTURE		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
<b>LEVEL OF STUDIES</b>	Undergraduate		
<b>COURSE CODE</b>	<b>N1-2030</b>	<b>SEMESTER</b>	<b>2th</b>
<b>COURSE TITLE</b>	TYPOGRAPHY AND TYPOGRAPHIC APPLICATIONS		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>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</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		<b>2</b>	
Tutorials		<b>2</b>	
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)</i>		<b>4</b>	<b>5</b>
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	<i>general background</i>		
<b>PREREQUISITE COURSES</b>			
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS?</b>	YES (in English)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.uniwa.gr/courses/GD126/">https://eclass.uniwa.gr/courses/GD126/</a>		

- **LEARNING OUTCOMES**

<p><b>Learning outcomes</b></p> <p><i>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</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>After the completion of the course the students will be able to:</p> <ul style="list-style-type: none"> <li>• To decide on all the evidence parameters in relation to other factors.</li> <li>• To apply the various alternative forms of typographic parameters.</li> <li>• Design digital fonts.</li> <li>• Reject or adopt options that will enhance the readability and promotion of the content.</li> <li>• To manage the layout and configuration of any kind of form.</li> <li>• To develop skills in editing and optimizing the performance of the message, through visual perception.</li> <li>• Solve problems that arise during the digital publishing design process.</li> </ul>
<p><b>General Competences</b></p>

*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
Adapting to new situations	Project planning and management
Decision-making environment responsibility	Respect for difference and multiculturalism
Working independently	Respect for the natural
Team work	Showing social, professional and ethical and sensitivity to gender issues
Working in an international environment thinking	Criticism and self-criticism
Working in an interdisciplinary environment	Production of free, creative and inductive 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**

Analysis of data in the typographic performance and visual presentation of a message content of typography (culture around the world), in the method and production machines.

Additional presentation of substrates, materials and consumables. Definitions and procedures of performance forms of printed products. Golden page and text rule. Typographic designers. Criteria for application in types and forms of page and content compatibility in print communication. Products, applications and typographic ethics, in formatted (stylized) forms. Monitoring (through publishing models) the recording of workflow data.

Basic principles of typographic design of a form. Modern developments in digital printing: software and technological equipment issues.

Font selection criteria in relation to the type of layout, creation of special characters.

Basic principles of digital font design. New technology digital fonts. Readability and readability parameters. Workflow organization for different types printed matters .

Normalize communication between files. Page description languages. Creation files for preprinting.

### **Laboratory Part of the Course**

Training of students in the laboratory: with the materials and means of typography, the metric system, the fonts, the creation of text pages with different typesetting, control of the visual weight of the page.

Basic principles of typographic design, typographic performance (content - form - context). Horizontal axis: Width of elements, element intervals, intervals, verse length.

Vertical axis. Element size: imaginary lines, visual size. Typographic families: Basic design principles, characters, glyphs, clusters, non-alphabetic characters, visual corrections.

Fonts: Selection factors, relationship to print media, relationship to print surface.

Page layout: Proportions according to content - size - publishing target, margins.

Structural forms and techniques. Typographic printing: Basic features, properties, operating principles.  
Advanced and custom page layout formats. Typographic control of elements, words and lyrics. Creating specialized tables. Edit table of contents, footnotes and index. Creating template text files. Study and production of digital forms.

● **TEACHING and LEARNING METHODS – EVALUATION**

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentation software (PowerPoint) Special Software for digital form production Learning process support through the electronic platform e-class Job evaluation and notification of progress control	
<b>TEACHING METHODS</b> <i>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.</i>  <i>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</i>	<b>Δραστηριότητα</b>	<b>Φόρτος Εργασίας Εξαμήνου</b>
	Lectures	
	Laboratory exercises	
	Course total	<b>180</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>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.</i>	<p>I. Written final exam (50%) which includes:</p> <ul style="list-style-type: none"> <li>● Comparative evaluation of theory data</li> <li>● Problem solving</li> </ul> <p>II. Presentation of group or individual work (20%)</p> <p>III. Laboratory exercises (30%)</p> <ul style="list-style-type: none"> <li>● Report</li> <li>● Oral Examination</li> <li>● Essay Development Questions</li> </ul> <p>The total score is the sum of the above three sub-assessments.</p>	

● **ATTACHED BIBLIOGRAPHY**

1. Bringhurst R., (2008), «Στοιχεία της Τυπογραφικής Τέχνης», μτφρ. Γ. Δ. Ματθιόπουλος,

Ηράκλειο, Πανεπιστημιακές Εκδόσεις Κρήτης

2. Μακράκης Μ. (επιμ.), (1998), «Τα ελληνικά γράμματα: Από την σκληρή πέτρα στον σκληρό δίσκο», Linora, Αθήνα
3. Burnhill Peter, (2003), «Type Spaces», Hyphen
4. Clair Kate, (1999), «A Typographic Workbook: A Primer to History, Techniques, and Artistry»,  
John Wiley & Sons
6. Tschichold Jan, (1998), «The New Typography», University of California Press
7. Bringhurst R., (2000), «A Short History of the Printed Word *Warren Chappell*», Hartley and Marks Publishers
8. Kinross Robin, (2004), «Modern Typography», 2nd Edition, Hyphen
9. Gill Eric, (1993), «An Essay on Typography», David R. Godine Publisher
10. Morison Stanley, (2000), «Letter Forms», Hartley and Marks Publishers
11. Wilson Adrian, (1993), «Design of Books», Chronicle Books
12. Loxley Simon, (2004), «Type: The Secret History of Letters», I. B. Tauris
13. De Jong, C. and Tholenaar, J. (2009), «A Visual History of Typefaces & Graphic Styles», Taschen
14. Elan Kimberly, (2004), «Grid Systems», Princeton Architectural Press, New York.
15. Kinross R. and Hochuli, J. (1996), «Designing Books: Practice and Theory», Hyphen Press, London.