

COURSE OUTLINE

- GENERAL**

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-3060	SEMESTER	3rd
COURSE TITLE	TYPOGRAPHY I		
INDEPENDENT TEACHING ACTIVITIES <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>		WEEKLY TEACHING HOURS	CREDITS
		4	5
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	General background and 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/GRAF117/		

- LEARNING OUTCOMES**

<p>Learning outcomes</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"> · 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
<p>The course aims to analyze the historical development of the Greek and Latin alphabets and focus on the design principles and unifying elements that define the form and structure of the capital and lower case characters.</p> <p>The students are exposed to the history and design principles of the Greek and Latin alphabets. From the invention of the alphabetic writing systems to their application in the printed word, which started with the invention of Johannes Gutenberg and continues to this day in the digital era. The discussion includes the various modes of technological advances and the artistic trends that influenced their design so the students understand the aesthetic and historical factors which should inform their choices.</p> <p>During the lectures and work-shops they develop their skills to use design categories, to choose the proper tools for controlling the letter forms, to apply corrections and introduce historical references in order to complete the required exercises.</p> <p>In addition, the students participate in collective meetings for their work and are exposed to the</p>

techniques of presentation, debating and critical analysis.

General Competences

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 thinking
	Others...

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

• SYLLABUS

The course aims to analyze the methodology and train the students in understanding the historical developments and design principles of the handwriting and type forms, which have derived from the Greek and Latin alphabetic systems.

Theoretical module

The development of writing in Europe: The students will be able to learn about the early alphabetic systems, the writing tools and materials and the historical development from the majuscule and miniscule letters in Eastern and Western Europe until the invention of Typography, the radical new method of mass communication.

The printing types: The lectures will focus on the transition of the written letters to sculpted printing types and the impact of the Renaissance in the choices of designs for the Latin and Greek texts. The students will also be able to study how type design and typesetting practices developed within national cultures in Europe and explore the ways that typographic choices were influenced by religious and socio-economic circumstances.

Workshop module

Through a series of exercises with type examples, each student will be able to investigate the principles and rules of a functional type design, to learn the design categories of typefaces, explore the common characteristics as well as the peculiarities of each different letter, identify historical traits and understand the proper typesetting rules and practices.

Each week the students display their work and participate in a discussion between them that expands

their inspiration, debating skills and analytical abilities.

● **TEACHING and LEARNING METHODS – EVALUATION**

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentations on power point and video projections. Training on special design techniques and principles that apply in the completion of a typeface.	
TEACHING METHODS <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>	Activity	Semester workload
	Lectures	40
	Study & Analysis of Bibliography	10
	Preparation of assignments and interactive teaching	60
	Artistic evaluation and critique of design proposals	15
	Course total	125
STUDENT PERFORMANCE EVALUATION <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.</i> <i>Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>I. Theoretical study (35%) Written examination to assess the student's knowledge of the historical developments and comparative evaluation of selected type designs.</p> <p>II. Workshop (65%) A. Work portfolio: Practical projects for developing specific design skills based on selected historical samples as well as typographical experiments. (50%). B. Visual presentation and participation. (15%)</p> <p>Student evaluation criteria:</p> <ol style="list-style-type: none"> 1. Weekly participation on the workshops. 2. Keeping the time schedule (as delineated at the Semester's start). 3. Participation of the weekly evaluation of the students' projects. 4. Assessment of work improvement throughout the course. <p><i>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.</i> <i>All the modules-exercises have the grade percentage for the calculation of the final evaluation.</i></p>	

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• **ATTACHED BIBLIOGRAPHY**

Greek sources

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2. Βλάχος, Γ. (2009), *Ιστορική καταγραφή των τεχνικών αναπαραγωγής εικόνας. Από την ανακάλυψη της τυπογραφίας (15ος αιώνας) έως το τέλος του 20ού αιώνα*, διδακτ. διατριβή, Πανεπ. Ιωαννίνων.
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International Sources

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Related periodicals:

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