COURSE OUTLINE

- **GENERAL**

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION
LEVEL OF STUDIES	Undergraduate
COURSE CODE	N1-5060 **SEMESTER** 5th
COURSE TITLE	TYPOGRAPHY AND PUBLISHING

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**
	4	5
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, specialized 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/GRAF114/

- **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*

The course aims to help the students strengthen their ability in creating visual messages by combining illustration and typography.

By the end of the Semester the students should be able to fully comprehend advanced issues in typesetting and page composition, to be familiar with printing methods of production and to be able to design a small brochure and a book, including type fitting, page proportions, type choice, headlines and chapter titles, preliminary material, footnotes, indexing, etc.

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

Adapting to new situations

Decision-making environment responsibility

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural

Showing social, professional and ethical

and sensitivity to gender issues

Criticism and self-criticism

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

Theoretical module

During the lectures emphasis is given in the ways of information visualization through typefaces and advanced typesetting skills. In particular, attention is drawn to the structure and the process of brochure and book design and the technical specifications for its realization as a finished product (i.e. paper making, prepress technology, printing methods, and finishing/binding procedures).

Workshop

Through a series of projects/exercises the students will focus in the implementation of advanced typesetting skills and in developing an understanding of the close relationship between graphic design composition and typographic conceptualization. The students are expected to use type as an illustration tool, to incorporate type titles and text in a small thematic booklet and to acquire the type composition skills needed to complete the design of a scientific book (title page, preliminary section, Contents, chapter openings, margins/type text ratios, type size & leading, pagination, footnotes, Index etc.).

• 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.

<table>
<tr><td rowspan="5">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></td></tr>
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Activity	Semester workload
Lectures	30
Study & Analysis of Bibliography	10
Workshop projects	85
Course total	**125**

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.*	**Theory module (30%)** Written examination to assess the student's understanding of typographical concepts and typesetting practice. **Workshop module (70%)** Portfolio of the completed projects

- **ATTACHED BIBLIOGRAPHY**

Greek sources

1. Bringhurst, R. (2001), *Στοιχεία της τυπογραφικής τέχνης*, ΠΕΚ.

2. Μπακιρτζίδης, Γ. (2016), *Typo Demons: 75+1 πληροφορίες, συμβουλές, μυστικά παραγωγής για κάθε γραφίστα*, Ιδιωτική έκδοση.

3. Ματθιόπουλος, Γ. (2009), *Ανθολόγιο ελληνικής τυπογραφίας. Συνοπτική ιστορία της τέχνης του εντύπου ελληνικού βιβλίου από τον 15ο έως τον 20ό αιώνα*, ΠΕΚ.

4. Βαρλάμος, Γ. (1957), «Πως γίνεται ένα βιβλίο», *Ζυγός*, 23 (8-9) σελ. 29-31.

5. Καρυκόπουλος, Π. (1976), *Από τον Γκούτεμπεργκ στην ηλεκτρονική τυπογραφία*, Ιδιωτική έκδοση.

6. Μαστορίδης, Κλ. (1999), *Casting the Greek Newspaper,* Θεσσαλονίκη, ΕΛΙΑ.

7. Σκιαδάς, Ν. (1992), *Για την Τυπογραφική Δεοντολογία,* Αθήνα, Εκδόσεις Gutenberg.

8. Σκλαβενίτης Τρ., - Στάικος, Κ., (επιμ.), (2004), *Το έντυπο ελληνικό βιβλίο. 15ος -19ος αιώνας*, Κότινος.

9. Στάικος, Κ. - Σκλαβενίτης Τρ., (επιμ.), (2004), *Πεντακόσια χρόνια έντυπης παράδοσης του Νέου Ελληνισμού (1499-1999)*, Βουλή των Ελλήνων.

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International sources

1. Chappell, W. (1971), *A Short History of the Printed Word*, New York.

2. Elam, K. (2008), *Geometry of Design*, Princeton Architecture Press.

3. Gill, E. (1936), *An Essay on Typography*, London.

4. Meggs, Ph. (1983), *A History of Graphic Design*, Van Nostrand Reinhold.

5. Morison, S. (1957), *First Principles of Typography*, CUP.

6. Muller-Brockman, J. (2010), *Grid Systems in Graphic Design*, Niggli Press.

7. Samara, T., (2002), *Making and Breaking the Grid: A Graphic Design Layout Workshop,* Rockport Publishers.

8. Tschichold, J. (1987), *The New Typography*, Univ. of California Press.

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www.grdmagazine.gr
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www.printmag.com
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www.typographica.org