

COURSE OUTLINE

- **GENERAL**

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-8010	SEMESTER	8th
COURSE TITLE	DIGITAL TYPE DESIGN		
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	7
<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>	Special background and skills development		
PREREQUISITE COURSES	Completion of all previous workshops in Typography, Graphic Design and History of Graphic Design		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://eclass.teiath.gr/courses/GRAF111/		

- **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"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>Drawing from the knowledge acquired through the previous courses in Typography and Visual Communication, each student will be able to expand his/her expertise in understanding the various levels of development for the production of a functional digital typeface: Learning how to select, prepare and trace a master design as a font, how to use palettes of common design elements, how to incorporate kerning information, how to compose trial text and how to generate a fully functional set of characters to be used in any digital application.</p> <p>After the completion of the course the students will be able to:</p> <ul style="list-style-type: none"> • Develop aesthetic criteria and acquire technical expertise in the field of digital type design. Understand the current type design trends and directions, to know the technical background and be acquainted with the basic bibliography of the field. • Develop analytical skills for evaluation of their type propositions and of others.

- Integrate the historical evolution of type design into informed propositions.
- Critically analyze other opinions and arguments concerning type designs choices.
- Hone their research methods both in the field of theory and historical precedence, as well as in practice.
- Understand and apply the appropriate methodology and ethical procedures on type design from the initial concept to the finished product.

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	Respect for difference and multiculturalism
responsibility	Respect for the natural
Working independently	Showing social, professional and ethical
Team work	and sensitivity to gender issues
Working in an international environment	Criticism and self-criticism
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

The course aims to analyze the methodology and train the students in digital type design for use in DTP systems and internet applications. The exercises will focus on learning to operate specialized programs for font design and character codification through the Unicode standard for Latin and Non-Latin character sets.

Εισαγωγή στον ψηφιακό τυπογραφικό σχεδιασμό, ώστε ο/η φοιτητής/ρια να αντιληφθούν και να μελετήσουν εις βάθος τις αναλογίες, τη δομή των τυπογραφικών χαρακτήρων και τη σύνδεση του σχεδίου των γραμμάτων με τη χρήση μιας ολοκληρωμένης γραμματοσειράς.

Theoretical module

i) The history of the Greek type design development. In particular, the design directions that were introduced in each historical period with emphasis on the technological, national and educational parameters which informed the chosen paths in the European publishing development.

ii) Analytical study of many historical and modern examples for the various structural components which form the Greek and Latin alphabet. Specifically, their similarities vs their differences, the degree of stroke weight and inclination, the intended applications of the typeface and criteria like rhythmic modulation of letter sequences, positive and negative space of each character etc..

iii) The design methodology for the construction of a typeface from the initial concept, to the

formulation of a design approach in terms of aesthetics, historical reference and application for publishing uses.

iv) Training on the specialized software for the drawing and engineering procedures of a digital typeface with the use of lectures-presentations, discussion on emblematic paradigms and commentary on major theoretical treatises.

Workshop module

In the workshop the students will implement the broader and specific issues analyzed during the lectures and studied from their research in the Bibliography. The first 6 weeks of the course the participants will complete a specified number of exercises aiming to improve their design awareness and dexterity skills required. The remaining of the course will be devoted to the development and completion of each student's idea for a typeface. This will help them to familiarize with the procedures, the increasingly complicated technical stages and focus on the demands of a personal goal. 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 software for the design and engineering of a digital 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	30
	E class	10
	Preparation of assignments and interactive teaching	20
	Artistic evaluation and critique of design proposals	80
	Course total	180
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,</i>	I. Theoretical study (35%) Questionnaire to assess the student's critical analysis and comparative evaluation of selected writings from the Bibliography. II. Workshop (65%) A. Oral and visual presentation of the final typeface project. It includes the research procedure and results that informed the chosen solution. (20%) B. Work portfolio (80%): i) Practice exercises for developing specific design areas τικ. (10%) ii) Visual presentation of the finished typeface focusing in all	

<p style="text-align: center;"><i>art interpretation.</i> <i>Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>aesthtic and technical aspects of the project. (70%)</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></p> <p><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

1. Bringhurst, R., 2001, *Στοιχεία της τυπογραφικής τέχνης*, ΠΕΚ (Εύδοξος).
2. Ματθιόπουλος, Γ., 2009, *Ανθολόγιο ελληνικής τυπογραφίας. Συνοπτική ιστορία της τέχνης του εντύπου ελληνικού βιβλίου από τον 15ο έως τον 20ό αιώνα*, ΠΕΚ.
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International Sources

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2. Berry, J. (intr.), 2003, *Type & Typography: Highlights from Matrix*. Mark Batty Publ.
3. Burke, C., 1998. *Paul Renner: The Art of Typography*. Princeton Architectural Press.
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Related periodicals:

1. www.archivesofdesign.gr
2. *Hyphen* (περιοδικό Τυπογραφίας)
3. *Eye magazine*
4. *Visible language*
5. *Emigre*