

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 GRAPHIC DESIGN FOR PUBLISHING		
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	6	
<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			
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	http://www.gd.teiath.gr/el/undergraduate/grafistikipc2.htm		

- 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>After the completion of the course the students will be able to:</p> <ul style="list-style-type: none"> • Develop logging of technical and technological data of graphic design. • Capture through methodology models artistic approaches. • Target and accomplish primary artistic approaches. • Design and manage any form of document. • Create and manage publishing development of periodicals. • Develop alternative projects in order to communicate the information that they have undertaken. • Apply the appropriate procedure on digital hardware (combination of texts, images etc.) in order to be integrated to the related edition through the appropriate editing programs.

Also, they will be able to use and manage this digital hardware in any designing approach they prefer.

- Develop their perception, evaluate through communication models and suggest their designing solutions that will give prominence to the communication of information.
- Manage and supervise the process of a periodical publishing development from the graphic design to the printing process and the requirements for the online edition as well.
- Take risks and gain experience on graphic design depending on their decisions (correct or wrong).
- Develop innovative, creative and alternative thinking through innovative programs while editing a magazine.
- Communicate their ideas to others (future clients, colleagues etc.) successfully. Visual and written communication as a result of an artistic presentation.
- Increase their confidence as graphic designers through the visual language illustration.
- Designing, management and evaluation of graphic design on PC.
- Become acquainted with the evaluation process of the content in the pages of a graphic design.
- Teamwork (photographers, editors etc.)
- Research and evaluation of artistic data according to the designing approach through methodology models.
- Increase their creativity and inductive thinking from the presentation of the information.

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
 thinking
 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
 Others...

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

- **SYLLABUS**

Theoretical module

The theoretical module includes the composition and publishing development of any form of graphic design documents, specifically newspapers and periodicals. Initially, graphic features of a periodical are collected, recorded, classified and analyzed, afterward the innovative artistic design approach follows. Also, conceptual factors of the editing are analyzed such as the aesthetics of the editing, the style, information that we communicate visually and the reading public that is more suitable to our graphic document at a time as well. In addition, the technical and technological features of the graphic design publishing development are recorded (e. g. the graphic design for the page spread in particular sizes based on well-organized and aesthetic visual communication).

Workshop module

Initially, we focus on cognitive understanding of the requirements of publishing development, the appropriate use of text and images, the application of innovative designing proposals and finally end up with two tasks: 1) ordinary (printing) and 2) online publishing.

The tasks embrace:

- Attachment and word processing by choosing the most suitable typewriting style (size, style, paragraphs, interspersed etc.).
- Methodology and evaluation of features.
- Digital images processing on the page (frame, size, colour etc.) by using specific software.
- Graphic design development on model processing software and attachment to the page editing software depending on the directions that students follow.
- Classification, evaluation and final processing of features (contents, appendix, tables etc.) and special pages (editorial, front page etc.).
- Preparation for publishing development both ways 1) printing 2) online.
- Innovative teaching method.

- **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 digital graphic design.	
TEACHING METHODS	Activity	Semester workload
	Lectures	20

<p><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></p> <p><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></p>	Study & Analysis of Bibliography	10
	E class	10
	Preparation of assignments and interactive teaching	30
	Artistic evaluation and critique of design proposals	80
	Course total	150
<p>STUDENT PERFORMANCE EVALUATION</p> <p>Description of the <i>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></p> <p><i>Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Presentation of personal artistic and creative assignment consisting of the workshop methods.</p>	

● **ATTACHED BIBLIOGRAPHY**

<p>Greek sources</p> <p>http://www.adobe.com</p> <p>http://www.quark.com</p> <p>Canva blog (https://designschool.canva.com)</p> <p>Ambrose, H., Layout, Dart Books</p> <p>Elam, K., Grid Systems, Principles of Organizing Type</p> <p>Zappaterra, Y., Σχεδιασμός Περιοδικών Εκδόσεων, Dart Books</p> <p>Adobe Illustrator cc - Βήμα προς Βήμα, Εκδόσεις Μ. Γκιούρδας</p> <p>Adobe Photoshop cc - Βήμα προς Βήμα, Εκδόσεις Μ. Γκιούρδας</p>

Adobe In Design cc - Βήμα προς Βήμα, Εκδόσεις Μ. Γκιούρδας

Adobe In Acrobat XI - Βήμα προς Βήμα, Εκδόσεις Μ. Γκιούρδας

Βρούσαλης, Π., 2011, Χαρτί. Αυτός ο πολύτιμος βοηθός, Αθήνα: A+G Paper

Μπακιρτσίδης, Γ., Tyrodemons, 01 & 02 Αθήνα: iPrint L.t.d.

International sources

Gijs van Wulfen (2016). Creating Innovative Products and Services. ISBN-13: 978-1138269644

Sean Adams (2021). How Design Makes Us Think: And Feel and Do Things: And Feel and Do Things. ISBN13 9781616899776

Borries Schwesinger (2014). The Form Book - Best Practice in Creating Forms for Business and Online. ISBN: 9780500515082

Adam Silver (2018) Form Design Patterns. ISBN: 978-3-945749-73-9

Alla Kholmatova (2017) Design Systems. ISBN: 978-3-945749-58-6

Related periodicals

CMYK Mag (www.cmykmag.gr)

+design (<http://www.designmag.gr/>)

Gr design ((<https://grdmagazine.gr/>))

Online periodical:

Adobe Magazine