

COURSE OUTLINE

LITERARY- BOOK DESIGN

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	N1-7010	SEMESTER	7th
COURSE TITLE	LITERARY- BOOK 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
Lectures, Practice Exercises and Laboratory Exercises		4 (2Θ+2Ε)	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>	Μάθημα Ειδικού Υπόβαθρου		
PREREQUISITE COURSES			
LANGUAGE OF INSTRUCTION and EXAMINATIONS	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS?	YES		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GRAF103/		

(1) 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

This course is a tool for understanding the process of quality planning and its effective management. Its material aims at the connection of the designed work-book with the respective objectives and the corresponding environment of the

person responsible for its creation and production.

Students select, collect, present and interpret elements of the field of knowledge. Thus, they form crises that include reflections on relevant morphological, functional, aesthetic issues or enter into ethical and social issues.

They are trained to be able to share research evidence and suggest resolution of issues to a qualified and non-qualified audience.

They also develop skills to acquire knowledge in order to continue in greater depth the study of the field of knowledge, the creation of graphic expressions and their integration into corresponding environments indicated by the design, production and distribution of the book, as well as by the needs of publications.

Students, through the consistent attendance of the course and the preparation of its exercises, acquire the ability to render plans and manage complex activities, which concern issues related to study and work in the field of research

and study.

Upon completion of the course, the evaluation of the problems of the Design (Literary) Book is achieved and the approach of their alternative solutions after:

- recognition of the field of Design (Literary) Book with the ability to apply knowledge, utilization of know-how with the ability of logical and creative thinking, as well as skillful application of methods, use of tools and materials,
- examination of research areas and the classification of relevant data and information,
- understanding of the organizational structure and components of the (Literary) Book,
- formulation of inferential views and evaluative judgments, as well as supporting reason for definitions, assessments and proposals,
- organization of new structures of the (Literary) Book in whole or in part,
- search for multiple directions for solving issues in the field of study,
- utilization of personal skills and performance, individual and collective ideas and visions,
- development of general cooperation skills with fellow students, and preparation for future professional actions and collaborations.

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...

- 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
- Production of new research ideas
- Criticism and self-criticism
- Project planning and management
- Showing social, professional and ethical and sensitivity to gender issues
- Respect for difference and multiculturalism
- Respect for the natural and anthropogenic environment
- Production of free, creative and inductive

(2) SYLLABUS

The course Design of a (Literary) Book aims at:

The recognition of the creative combination of illustration - graphic design. The cultivation of the intention to create and organize the production of expanded communications and "poetry" works of the art of graphic design.

Exploring the expressiveness and cultivating the creativity of the student, in order to try to promote the functional value of the book as a contemporary work - product of the culture of the place, through personal design skills and choices, in relation to the history and works of art and graphic design, but also in contact with the existing conditions of Greek publications and printed matter in general.

Theoretical module

Origins of the book as a means of communication, political, economic and cultural correlations that have influenced and continue to influence its spread. The evolution of literature and poetry in relation to visual poetry.

The art book as a tool-platform for the emergence of new trends in visual communication and conceptual design.

Reference in the professional and research field of book design, exhibitions etc.

Information and presentation to students of a methodology for the development and application of ideas on selected topics, as well as the creation of original works, integrated in wider ensembles.

Workshop module

Complete design proposal for an illustrated book with a creative approach - a view based on the sense of the text and the business of visualizing the concepts of analysis and interpretation of its contents.

Search for alternative interpretations of the messages, as well as the elements of the elements and the style of the compositions of the images and the relations of their alternation.

Field research and channeling of promotional material to proposals of justified selected and creative applications in various means of promotion, such as posters, announcement signs, etc., where they are carefully included and promote book presentations, etc.

Throughout the course, emphasis is placed on documenting choices and targeting quality presentation of creative design proposals.

(3) TEACHING and LEARNING METHODS – EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Delivery of workbook to the classroom, as well as digital files posted on e-class		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	e-class lessons, presentations using PC, intermediate and final deliveries of assignments using graphic programs (eg ADOBE SUITE)		
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	10	
	Study of Bibliography	5	
	e class	5	
	Practice Exercises, which focus in the application of methodologies and in the analysis of individual issues individually or and in smaller groups of students	40	
	Individual or Group Work. Elaboration of plans for individual topics	15	
	Self-contained study	50	
	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>	1. final examination which includes: <ul style="list-style-type: none"> • Critical questions on issues in the field of knowledge • Analyzes and substantiated views and suggestions regarding: <ul style="list-style-type: none"> – in solving problems related to the Design (Literary) Book and its individual elements, – in the formulation of proposals for the creation of graphic expressions, integrated in respective operating and viewing environments, 		

<p><i>Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>– in the comparative evaluation of elements of the book and its promotion, so that both the character and the quality of the graphic design are appreciated.</p> <p>2. Presentation of Individual or group work.</p>
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(4) ATTACHED BIBLIOGRAPHY

Greek sources

Μπάνου, Χ. (2012). *Το επόμενο θήμα του Γουτεμβέργιου*. Αθήνα: ΕΚΔΟΣΕΙΣ ΠΑΠΑΖΗΣΗ ΑΕΒΕ.

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International Sources

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Moran, J. (1971). *Stanley Morison: his typographic achievement*. London: Lund Humphries.

Quiller, S. (1994). *Acrylic painting techniques*. New York: Watson-Guptill.

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