

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF APPLIED ARTS & CULTURE		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF GRAPHIC AND VISUAL		
<b>LEVEL OF STUDIES</b>	COMMUNICATION DESIGN		
<b>COURSE CODE</b>	N1-1070	<b>SEMESTER</b>	<b>1</b>
<b>COURSE TITLE</b>	INTRODUCTION TO SCIENCE IN GRAPHIC ARTS TECHNOLOGY		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		2	3
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	General Background Courses		
<b>PREREQUISITE COURSES:</b>			
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK (Teaching and exam)		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>			

### (2) 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 aim of the course is for students to understand the basic terms of technological processes of production of forms and the individual elements involved in the complex processing and works of graphic arts and packaging.

Upon successful completion of the course the student will be able to:

- has understood the contribution of Graphic Arts to the historical transition of the knowledge society. He will also understand the enormous importance of Packaging in international trade and the economic variables it reflects.
- Has understood the basic principles of printing methods and the specific characteristics of each one.
- has understood the range and types of products produced with graphic arts
- has developed his critical and creative thinking about how technology affects everyday life and influences human culture.

- knows the basic concepts and the special Greek terminology of the technological processes of design, management and production of graphic arts, forms and packaging
- knows and applies the metric systems of graphic arts and the special measurements that are applied
- understands the relationship and interdependence of different technological and productive processes applied in the production process of graphic arts
- can technologically compose a graphic arts work, based on specifications and technical data (for example, design of a form based on final dimensions, printing surface - printing machine, editing - corner mound, tooth mound, folding and bookbinding)

### **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*  
*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 environment*  
*Showing social, professional and ethical responsibility and sensitivity to gender issues*  
*Criticism and self-criticism*  
*Production of free, creative and inductive thinking*  
 .....  
*Others...*  
 .....

- Adaptation to new situations
- Working in an interdisciplinary environment
- Produce new research ideas
- Working individually and/or on a team
- Promotion of free, creative and deductive thinking

### **(3) SYLLABUS**

Graphic arts in everyday life

- Printing methods (Typography, Flexography, Letterpress)
  - Gravure printing methods (etching, industrial gravure)
  - Flatbed printing methods (Lithography, Indirect flatbed printing)
  - Stencil printing methods (stencil, Screen printing)
  - The evolution in the use of materials according to the method and the technology used
- Principles of digital printing operation
- Graphic arts products and applications
  - The transition to the electronic form
  - The basic functions of packaging in everyday life and in trade from prehistory to today
  - The need for coexistence of physical and electronic forms - common management protocols

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<p><b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i></p>	<p>In the classroom (auditorium). Written examination.</p>	
<p><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of Computers for: A) The teaching of the theoretical part B) The execution of the necessary exercises C) Communication with students and the use of the electronic platform E-Class</p>	
<p><b>TEACHING METHODS</b> <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>	<b>Activity</b>	<b>Semester workload</b>
<p><b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Greek, A. Written examination with short and short answer questions development - problem solving (theoretical part), which will determine 80% of the final grade. B. Delivery of final work of study and development of a product in group work, the grade of which will determine 20% of the final grade.</p>	
<b>Course total</b>	<b>75</b>	

#### (5) ATTACHED BIBLIOGRAPHY

<p>- Suggested bibliography:</p> <ul style="list-style-type: none"> <li>• Instructor Notes</li> <li>• Kipphan Helmut (2001). Handbook of Print Media (Technologies and Production Methods), Heidelberger Druckmaschinen AG Heidelberg, Germany.</li> <li>• Βιθυνός, Μ. (2002). Η Τέχνη και η Επικοινωνία στις Γραφικές Τέχνες, ΕΑΠ, Αθήνα.</li> </ul>
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