

ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΕΠ 592	Semester	5-7
Course Title	Contemporary Publishing, Typographic and Digital Practices		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures and Tutorials		3	6
Course Type <i>Υποβάθρου, Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>		Scientific area, Skills Development	
Prerequisites:			
Course teaching and evaluation language:		Greek, (good knowledge of English for bibliographic use)	
The course is offered to Erasmus incoming students		Yes (English)	
Course Page (URL)		LINK to e-class:	

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

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

- identify key milestones in the history of typography, publishing and the graphic arts, from print production to contemporary digital environments.
- distinguish between different forms of publishing, typographic and digital design, such as books, magazines, brochures, digital publications, websites, social media and opening and closing film titles.
- understand the function of typography as a tool for organising information, establishing visual hierarchy, ensuring readability, shaping visual identity and supporting visual storytelling.
- understand the relationship between print and digital media, as well as the different design requirements that arise from the transition from the page to the screen.
- formulate well-documented design choices regarding the use of typefaces, the arrangement of text and image, page layout, composition and the adaptation of visual messages to different media.
- search for historical, aesthetic, technological and design-related examples from the fields of typography, publishing, websites, social media and film title design.
- apply basic principles of typographic, editorial and digital design to the creation of print and digital applications of visual communication.
- put into practice methods of typographic composition, page layout and visual hierarchy through studio exercises and small-scale design projects.

- design simple print and digital applications, such as small publications, magazine pages, digital brochures, social media posts, basic website structures and typographic compositions for opening or closing film titles.
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General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies

Adaptation to new situations

Decision making

Independent work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Project design and management

Respect for diversity and multiculturalism

Respect for the natural environment

Demonstrate social, professional and ethical responsibility and gender sensitivity

Exercising criticism and self-criticism

Promoting free, creative and inductive thinking

The course aims at cultivating the following skills:

- Research, analyze and synthesize data and information, using the necessary technologies
- «Read», «write» and create visual images (visual literacy)
- Independent work
- Teamwork
- Utilization of collective ideas and visions
- Decision making
- Collaboration
- Exercising criticism and self-criticism

3. Course Content

The structure of the course comprises both a theoretical and a studio/laboratory component, which develop in parallel. The theoretical component consists of a series of lectures, discussions and screenings aimed at familiarising students with issues related to the history of typography, editorial design, the graphic arts, visual storytelling and digital communication. Through a brief historical overview, from the era of Gutenberg and the development of print culture to contemporary digital production, the course examines the role of typography in the formation of knowledge, aesthetic experience and visual identity. Particular emphasis is placed on typefaces, page layout, visual hierarchy, the relationship between text and image, as well as the transition from the printed page to the screen. At the same time, contemporary applications of typographic and editorial design are analysed, including books, magazines, posters, digital publications, websites, social media content, and opening and closing titles for films.

The studio/laboratory component of the course focuses on the practical application of the above principles through exercises in the design and production of print and digital applications. Students experiment with the use of typefaces, the arrangement of text and image, the creation of visual hierarchy, page design and the adaptation of the same content to different media. Within the studio/laboratory framework, applications such as small-scale publications, printed or digital brochures, magazine pages, website structures, social media posts and typographic compositions for film titles may be developed. The course approaches typography not only as a technical choice, but also as an expressive and narrative tool that organises information, shapes readability and contributes to the formation of visual experience.

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence	
Use of IT's in teaching and communication with students	• Power Point presentations • Support Learning Process via the a.) e-class platform, b.) Ms Teams and c.) Microsoft Stream, for posting 1.) notes, 2.) assignments, 3.) announcements, 4.) communication with students	
Teaching Structure <i>The methods of teaching are described in detail</i> <i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i>	Methods	Semester Work Load
	Lectures and seminars	15
	Teamwork	15
	Essay writing (Team)	30
	Final Project	50
	Artistic creation	40
	Course Total (25 Hrs. Work Load per Credit Unit)	150
Student Evaluation <i>Description of the evaluation procedure</i>	Public Presentation in the classroom using audiovisual material. Final project: Design and development of print and digital material, such as books, magazines, posters, digital publications, opening and closing titles for films, etc. • Written report (1,200 words): analytical presentation of the process of designing, developing and evaluating print and digital material. • Print and digital outcomes: development of print and digital applications through the design process Final Project: 60% Intermediate stages of research: 40%	

5. Recommended Readings

- Advised Bibliography:

1. Βαρλάμος, Γ. (1957), «Πως γίνεται ένα βιβλίο», Ζυγός, 23 (8-9) σελ. 29-31.
2. Καρυκόπουλος, Π. (1976), Από τον Γκούτεμπεργκ στην ηλεκτρονική τυπογραφία, 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. Φραγκόπουλος Μ., Εισαγωγή στην ιστορία και τη θεωρία του graphic design, Εκδόσεις Μιχαήλ Παπαρούνης, Αθήνα 2006.
5. Barthes R., *Εικόνα-Μουσική-Κείμενο*, Εκδόσεις Πλέθρον, Αθήνα 1988.
6. Betancourt M., 2019. Typography and Motion Graphics. New York: Routledge.
7. Bolz N., *Το αλφαβητάρι των μέσων*, Εκδόσεις Χρήστος Κουτσιαύτης, Αθήνα 2008.
8. Bringhurst Robert, Στοιχεία της τυπογραφικής τέχνης, Πανεπιστημιακές εκδόσεις Κρήτης, 2002
9. Gill, E. (1936), An Essay on Typography, London.
10. Dondis D., Βασικές Αρχές Οπτικής Παιδείας, Εκδόσεις Ελληνικό Ανοικτό Πανεπιστήμιο, Πάτρα 2002.
11. Eco U., *Σημειολογία*, Εκδόσεις Μαλλιάρη-Παιδεία, Αθήνα 2019.

12. Krause J., *Color Index XL*, Watson-Guption 2017
13. Krause J., *The Logo Brainstorm Book - A Comprehensive Guide for Exploring Design Directions*, HOW Books 2012.
14. Lankow J., Ritchie J., Crooks R., *Infographics: The power of visual storytelling*, John Wiley & Sons, 2013
15. Meggs, Ph. (1983), *A History of Graphic Design*, Van Nostrand Reinhold.
16. Morison, S. (1957), *First Principles of Typography*, CUP.
17. Oxide Design Co (Ed.), *Letterhead & Logo Design 12*, Rockport Publishers 2011
18. Rand P., *Paul Rand: A Designer's Art*, Princeton Architectural Press, New York 2016
19. Tschichold, J. (1987), *The New Typography*, Univ. of California Press.

- Journals:

The Art Newspaper Greece: <https://theartnewspaper.gr/>

South as a state of Mind Journal <https://southasastateofmind.com/>

Magazin Gr Design: <https://grdmagazine.gr/>

Magazin Print: www.printmag.com

Magazin Baseline: www.baselinemagazine.com

Greek Graphic Designers Association: <https://www.facebook.com/ggda.gr/>

Website on Typography: <https://typographica.org/>