

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	PUBLISHING: THEORY, HISTORY, MEDIUMS, DESIGN		
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	
Prerequisites:	No		
Course teaching and evaluation language:	Greek		
The course is offered to Erasmus incoming students	No		
Course Page (URL)			

2. Learning Outcomes

<p>Learning Outcomes <i>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.</i></p>
<p>Upon successful completion of the course students will be able to:</p> <ol style="list-style-type: none"> 1. To identify all aspects of the publishing procedure 2. To understand the different concepts concerning both the history of and the contemporary publishing 3. Interpret and evaluate the data of a publishing enterprise or a publishing field 4. Apply different methodologies in respect to the assessment of a publishing enterprise
<p>General Skills <i>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?</i></p> <p><i>Research, analyze and synthesize data and information, using the necessary technologies</i></p> <p><i>Adaptation to new situations</i></p> <p><i>Decision making</i></p> <p><i>Independent work</i></p> <p><i>Teamwork</i></p> <p><i>Working in an international environment</i></p> <p><i>Working in an interdisciplinary environment</i></p> <p><i>Production of new research ideas</i></p> <p><i>Project design and management</i></p> <p><i>Respect for diversity and multiculturalism</i></p> <p><i>Respect for the natural environment</i></p> <p><i>Demonstrate social, professional and ethical responsibility and gender sensitivity</i></p> <p><i>Exercising criticism and self-criticism</i></p> <p><i>Promoting free, creative and inductive thinking</i></p>
<p>The course aims at cultivating the following skills:</p>

1. Research, analyze and synthesize data and information, using the necessary technologies
2. Teamwork
3. Working in an interdisciplinary environment
4. Independent work
5. Promoting free, creative and inductive thinking

3. Course Content

The topics covered in the course include:

The course concerns the general overview of the publishing field at national and international level, both in its historical and contemporary aspects. More specifically, it addresses the evolution of publishing from the Gutenberg era to the current era of the internet and digital publishing. Emphasis is placed on the analysis of central developments in the history of publishing and the analysis of the Greek case in relation to international developments. In this context, the interconnection of typography and publishing with the formation of national, political and cultural identities is highlighted.

Furthermore, the course deals with the presentation and analysis of different categories of publications (press, books, digital publications) and their subcategories. The aim is to understand both the nature of each category and its specific characteristics, and to highlight the points of convergence and divergence between the categories from the stage of production to that of consumption of the cultural product.

The course addresses the complex nature of different publishing media from self-publishing and DIY to professional design, as well as the digital intersection. This applies to both the production and transformation of print from its manual version to digital production, print and electronic. The aim is to fully understand the internal logic of each genre and therefore the different requirements for their design.

In addition, the course focuses on the analysis of the prerequisites and rules for editorial design. This mainly involves an understanding of the basic principles governing publishing and examples, both positive and negative, of all types of publishing will be used to aid understanding of the theory.

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence	
Use of IT's in teaching and communication with students	<ul style="list-style-type: none"> • PowerPoint presentations • Support Learning Process via the e-class platform • Electronic communication with students 	
Teaching Structure <i>The methods of teaching are described in detail</i>	Methods	Semester Work Load
<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>	Lectures and seminars	39
	Tutorials in smaller student groups, that focus on implementing the methodologies and case studies	11
	Individual/Team projects	69
	Autonomous study	31
	Course Total (25 Hrs. Work Load per Credit Unit)	150
Student Evaluation <i>Description of the evaluation procedure</i>	Formative Evaluation: Presentation and group commentary of projects Concluding Assessment: Written work: 70% Oral presentation: 20%.	

Oral presentation oral presentation Oral presentation oral report:
10%

The evaluation criteria are explicitly mentioned during the first introductory lecture. They are also available, in the course description on the university's eclass asynchronous e-learning platform.

5. Recommended Readings

Advised Bibliography:

Αξελός, Λουκάς, *Εκδοτική δραστηριότητα και κίνηση των ιδεών στην Ελλάδα. Μια κριτική προσέγγιση των εκδοτικής δραστηριότητας στα χρόνια 1960-1981*, Αθήνα, Στοχαστής, 2008.
Δρούλια, Λουκία, *Ο ελληνικός τύπος 1784 έως σήμερα. Ιστορικές και θεωρητικές προσεγγίσεις*, Αθήνα, ΕΙΕ, 2005.

Δρούλια, Λουκία, *Η ιστορία του ελληνικού βιβλίου*, Αθήνα, Κοτίνος, 2001.

Ηλιού, Φίλιππος, *Ιστορίες του ελληνικού βιβλίου*, Άννα Ματθαίου – Στρατής Μπουρνάζος – Πόπη Πολέμη (επιμέλεια), Ηράκλειο, ΠΕΚ, 2006.

Μάης, Χρίστος, «Η εκδοτική δραστηριότητα ως μέσο πολιτικής στράτευσης και συγκρότησης ταυτότητας: ο εκδοτικός οίκος "Ιστορικές Εκδόσεις" 1963-1967», *Αρχειοτάξιο*, 14 (2012), σσ. 66-80.

Ματθιόπουλος, Γιώργος Δ., *Ανθολόγιο ελληνικής τυπογραφίας. Συνοπτική ιστορία της τέχνης του έντυπου ελληνικού βιβλίου από τον 15ο έως τον 20ό αιώνα*, Ηράκλειο, ΠΕΚ, 2019".

Μπάνου, Χριστίνα, *Το επόμενο βήμα του Γουτεμβέργιου: Οι εκδοτικοί οίκοι στην Ελλάδα στις αρχές του 21ου αιώνα*, Παπαζήση: Αθήνα, 2012.

Μνήμων (περ.), τ. 37 (2019-2020), σσ. 125-258. [Αφιέρωμα στην τυπογραφία και το έντυπο] Bringham, Robert, *Στοιχεία της τυπογραφικής τέχνης*, Ηράκλειο, ΠΕΚ, 2019³.

Fahy, Conor, *Εισαγωγή στην κειμενική βιβλιολογία*, Αθήνα, ΜΙΕΤ, 2013.

Mollier, Jean-Yves, *Ανάγνωση και αναγνώστες στη σύγχρονη εποχή. Δοκίμια πολιτισμικής ιστορίας*, Αθήνα, Πεδίο, 2021.

Thompson, John B., *Οι έμποροι της κουλτούρας: Η εκδοτική βιομηχανία του εικοστού πρώτου αιώνα*, Αθήνα, Πεδίο, 2017.

Journals:

Publishing Research Quarterly

Logos: Journal of the World Publishing Community