



<b>Course Code</b> DES- 166	<b>Course Title</b> Typography & Graphic Communication	<b>ECTS Credits</b> 6
<b>Department</b> Design and Multimedia	<b>Semester</b> Spring	<b>Prerequisites</b> DES -126
<b>Type of Course</b> Major	<b>Field</b> Graphic Communication	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 1 <sup>st</sup>	<b>Lecturer(s)</b> Klimis Mastoridis
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

### Objectives of the Course

The main objectives of the course are to:

- Introduce students to basic strategies for typographic problem solving and project management
- Provide students with an understanding of how to use digital technology to implement solutions
- Introduce students to technology used in design and production and provide some insight into IT-intensive work

### Learning Outcomes

After completion of the course students are expected to be able to:

1. Employ the appropriate software to plan and design a given work.
2. Arrange text and image in creative layouts.
3. Plan the grid of a document taking into consideration its usage and reader.
4. Organize typographically the structure of text in order to create a readable document.
5. Evaluate legibility on screen.
6. Discuss modern typography and its influence on graphic communication.

### Course Contents

- Introduction to the digital graphic design environment; the personal computer as another, powerful, tool.
- Introductory software sessions; raster vs vector graphics; design, manipulation and page layout tools; Illustrator and InDesign.
- Introduction to Verbal Graphic Language (VGL); text and image.
- The grid and its role in typographic design.
- Letterforms for screen and print.
- Elements of microtypography; the handling of elements which define the appearance of the page (web or print) on a micro level: types, spaces between types, words and lines, punctuation.
- Elements of macrotypography; larger information units such as paragraphs; lists and tables.
- Legibility and readability; research and applications on print and on screen. Contemporary typographic movements; Morison and Tschichold; Bauhaus and Swiss

- typography.
- Experimental typography; postmodernism and deconstruction.

**Learning Activities and Teaching Methods**

Lectures, Design projects, Written essays, Seminars

**Assessment Methods**

Course participation, Homework, Projects, Midterm and Final Exams

**Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Ellen Lupton	Thinking with Type / 2 <sup>nd</sup> ed.	Princeton Architectural Press	2010	1568989695

**Recommended Textbooks/Reading:**

Author	Title	Publisher	Year	ISBN
Carter, S.	Twentieth Century Type Designers	New York	1995	978-0393701999
Elam, K.	Grid Systems: Principles of Organizing Type	Princeton Architectural Press	2004	978-1568984650
Gill, E.	An Essay on Typography	Lund Humphries	1997	978-0853315094
Hollis, R.	Graphic design: a concise history	Thames & Hudson	2001	978-0500203477
McLean, R.	Typographers on Type	W. W. Norton & Company	1995	978-0393702019
Spencer, H.	Pioneers of modern typography	Lund Humphries	1969	978-0853312475
Triggs, T.	Type Design: Radical Innovations and Experiments	Harper Design International	2003	978-0060567590
Twyman, M.	Printing, 1770–1970	Eyre & Spottiswoode	1970	413-2642032
Twyman, M.	The British Library guide to printing: history and techniques	British Library	1998	978-0802081797