



## Course Syllabus

|                         |                       |                                     |
|-------------------------|-----------------------|-------------------------------------|
| <b>Course Code</b>      | <b>Course Title</b>   | <b>ECTS Credits</b>                 |
| DES-356                 | Publishing            | 6                                   |
| <b>Prerequisites</b>    | <b>Department</b>     | <b>Semester</b>                     |
| DES-256, 286            | Design & Multimedia   | Fall                                |
| <b>Type of Course</b>   | <b>Field</b>          | <b>Language of Instruction</b>      |
| Required                | Graphic Communication | English                             |
| <b>Level of Course</b>  | <b>Lecturer(s)</b>    | <b>Year of Study</b>                |
| 1 <sup>st</sup> Cycle   | Dr Niki Sioki         | 3 <sup>rd</sup> and 4 <sup>th</sup> |
| <b>Mode of Delivery</b> | <b>Work Placement</b> | <b>Corequisites</b>                 |
| Face-to-face            | N/A                   | N/A                                 |

### Course Objectives:

The main objectives of the course are to:

- Provide the student with an overview of the publishing industry in a national and international context.
- Enable the student to develop an understanding of what publishing is and define its characteristics in terms of processes and products.
- Introduce the student to the basic principles of book typography and enable him/her to apply them within a print and digital context.
- Introduce the student to the field of digital publishing and provide him/her with the ability to evaluate its impact and development.

### Learning Outcomes:

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

1. Define the social, economic, cultural and technological inheritance that has been instrumental in the development of publishing and the publishing industries.
2. Identify the activities and procedures carried out in the four basic departments in a book/magazine publishing company: editorial, design, marketing and production.
3. Distinguish and evaluate the characteristics of the main publishing genres and identify the different readers they serve.
4. Demonstrate an understanding of the designer's role in the publishing company.

5. Design to an industry standard substantial parts of a document for print, using a page layout program and taking into account text structure, subject matter, audience and content.
6. Define the design principles that underpin electronic publications. Recognize the impact the digital content creation and distribution are having on the publishing industry.

**Course Content:**

Fundamentals of book design: format, size, margins, typeface, The architecture of the book: prelims and endmatter, Details in typography: setting type, Designing books: educational books/children’s books/dictionaries/fiction, Case studies: Jan Tschichold and Penguin books, Swiss Typography, Greek book designers, Working with the marketing department: publicity and promotion, The book cover: a powerful marketing tool, The electronic book: legibility on screen, Digital publishing: the impact of digital technology on how information is created, developed, designed and distributed.

**Learning Activities and Teaching Methods:**

Lectures, Design projects (group and individual work), Tutorials for the development of projects, Writing assignments (reports on project strategy), Written tests, Critique sessions on the development of projects, Workshops by visiting professionals, Site visits (museums, design studios, publishing companies)

**Assessment Methods:**

Design projects, Mid-term and final exams, Classroom participation (assessed)

**Required Textbooks / Readings:**

| Title                             | Author(s)                | Publisher       | Year | ISBN                        |
|-----------------------------------|--------------------------|-----------------|------|-----------------------------|
| Texts on book design & typography | Niki Sioki (compilation) | Moodle          | 2016 | Available via online course |
| Book design                       | Andrew Haslam            | Laurence King   | 2006 | 9781856694735               |
| Elements of typographic style     | Robert Bringhurst        | Hartley & Marks | 1996 | 9780881790337               |

|   |                           |          |      |               |
|---|---------------------------|----------|------|---------------|
| The Graphic Design Reference and Specification Book | Evans, Lee, Sherin        | Rockport | 2012 | 9781592538515 |
| Eye magazine  | Issues 88, 85, 82, 78, 77 |          |      | @UNIC Library |

**Recommended Textbooks / Readings:**

| <b>Title</b>  | <b>Author(s)</b>           | <b>Publisher</b>      | <b>Year</b> | <b>ISBN</b>   |
|---|----------------------------|-----------------------|-------------|---------------|
| Στοιχεία τυπογραφικής τέχνης  | Robert Bringhurst          | ΠΕΚ                   | 2001        | 9789605241278 |
| The publishing business: From p-books to e-books  | Kelvin Smith               | AVA Academia          | 2012        | 9782940411627 |
| Inside book publishing, 4th ed.   | Clark, G & Philips, A.     | Routledge             | 2008        | 9780415441575 |
| The Thames and Hudson manual of typography  | Ruari McLean               | Thames and Hudson     | 1992        | 9780500680223 |
| Methods of book design  | Hugh Williamson            | Yale University Press | 1983        | 030003035-5   |
| Graphic design referenced: a visual guide to the language, applications and history of graphic design | B. Gomez-Palacio<br>A. Vit | Rockport              | 2009        | 9781592537426 |
| The form of the book: essays on the morality of good design   | Jan Tschichold             | Lund Humphries        | 1991        | 0853316236    |