



COMM-346G - Newspaper & Magazine Production

Course Code COMM-346G	Course Title Newspaper & Magazine Production	<u>Credits (ECTS)</u> 6
Department Communications	Semester Fall	Prerequisites COMM. 125;DES-240
Type of Course Major Elective	Field Communications	Language of Instruction Greek
Level of Course 1 st Cycle	Year of Study 3	Lecturer Faculty

Objectives of the Course:

1. To introduce students to the art and technique of typography and its application in the layout and production of a newspaper and magazine up to their printing stage.
2. The students must develop their knowledge and potential so they can process texts and images on the computer to produce graphics for a newspaper or magazine, depending on their targeted reading public.

Learning Outcomes:

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

1. Know the historical development of typography
2. Know the fonts, sizes and types of letters
3. Know the technique of planning page layouts
4. Be able to process and place photographs in a page
5. Be able to place advertisements in cooperation with the Commercial Department
6. Know and apply colour separation
7. Know lithography
8. Process to completion a printed newspaper and/or magazine, including knowledge of systems of binding

Course Contents:

1. Introduction to the art of typography
2. Learning the typographic fonts
3. Learning the techniques of typographic composition
4. Aesthetics of the Layout
5. Planning quality and popular (tabloid) newspapers
6. Types of typographic paper and its characteristics
7. Binding systems of newspapers and magazines

Teaching Methods:

Lectures, practical exercises, and production of a group newspaper
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Assessment Methods:

Mid-term, practical work, group participation in newspaper production

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
As pointed out by the faculty				