



<b>Course Code</b> DES-216	<b>Course Title</b> History of Graphic Communication	<b>ECTS credits</b> 6
<b>Department</b> Design and Multimedia	<b>Semester</b> Fall	<b>Prerequisites</b> ART -281
<b>Type of Course</b> Major Requirement	<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> 2 <sup>nd</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:

- Provide students with knowledge and understanding of the significant changes introduced by the invention of printing, from 1450 to the end of the twentieth century.
- Discuss the work of famous practitioners and innovators in the field of graphic communication from the 15<sup>th</sup> century to the present day.
- Introduce students to the various printing processes, tools and machinery.
- Examine documents and investigate methods of design and production.

### Learning Outcomes:

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

1. Outline the main developments in various aspects of graphic communication (type design, illustration, use of colour).
2. Explain the different processes and recognize their distinctive characteristics.
3. Outline the chronology of the major printing processes and relevant machinery.
4. Demonstrate the ability to discuss, analyze and interpret historical material and describe how historical models influence contemporary documents.
5. Recognise the main innovators and assess their contributions.
6. Discuss the economic and social impact of printing.
7. Develop skills of oral presentation and information handling.

### Course Contents:

1. The visible language before the alphabet
2. The alphabet
3. The manuscript letter
4. The invention of printing
5. How type is made
6. The impact of photography
7. Ephemera and their impact on society
8. Typefoundries, letterforms and developments in type design
9. Pioneers of modern typography
10. Typographic movements

### Learning Activities and Teaching Methods:

Seminars, Tutorials, Discussions, Study visits, Practical assignments

### Assessment Methods:

Written essays, Library work and research, Presentations, Exams

### Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Patrick Cramsie	The story of graphic design	British Library	2010	9780712306966

**Recommended Textbooks/Reading:**

<b>Author</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Carter, S.	Twentieth Century Type Designers	New York	1995	978-0393701999
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
Meggs, Ph., & Purvis, Al.	History of Graphic Design	Wiley	2005	978-0471699026
Twyman, M.	The British Library guide to printing: history and techniques	British Library	1998	978-0802081797