



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
DES-286	Production Methods for Graphic Design	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
DES-226 & 236	Design & Multimedia	Spring
<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	Prof. Klimis Mastoridis	2 <sup>nd</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:

- Introduce students to the basic principles of reproduction processes and printing technology.
- Discuss and analyse the evolution of technology in printing and its impact on printed material.
- Determine the materials used in various printing methods and their properties.
- Allow students to experiment with dye-cuts, folding, binding and their creative potential.
- Make students aware of design and printing budgeting.
- Motivate students to develop creativity, experimentation, typographical and compositional skills.
- Discuss and experience the design procedure from research to the final visual outcome.

### Learning Outcomes:

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

1. Discuss basic concepts related to different printing methods.
2. Evaluate processes related to materials and finishing methods.
3. Propose design specifications taking into consideration the design and printing budget.
4. Use a variety of technologies to capture and manipulate design elements in producing a final product.
5. Demonstrate the conceptual and practical development of their work.
6. Use time management and note-taking skills.

**Course Content:**

Introduction to production for graphic design. Generating text / typesetting. Colour, printing inks, halftones. Print production methods, Letterpress, Flexography, Gravure, Silk screen, Offset printing, Digital printing and reprographics. Print finishing. Dye cuts, laminations. Folding, binding and securing. Costing and estimating. The future of print.

**Learning Activities and Teaching Methods:**

Lectures, Seminars, One-day projects, Demonstrations, Tutorials, Group critics and discussions, Practice based projects, Study visits.

**Assessment Methods:**

Major projects. One-day projects. Seminar & Handout. Written tests and reports, Library work & Research. Class attendance & Performance.

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Θέματα αναπαραγωγής και εκτύπωσης	Κλήμης Μαστορίδης	Εκδόσεις Ανικούλα	2010	9789605160470
Production for graphic designers	Pipes Alan	Prentice Hall	2009	1585676691
Άρθρα και σημειώσεις	Κλήμης Μαστορίδης	Online	1988 2018	

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Forms, folds and sizes	Evans Poppy	Rockport Publishers	2004	1592530540
Getting it right in print: digital prepress for graphic designers	Gatter Mark	Harry N. Abrams, Inc.	2005	081099206X

A guide to graphic print production	Johansson K., Lundberg P., Ryberg R.	Wiley	2003	0471273473
From Gutenberg to OpenType	Dodd Robin	Hartley & Marks	2006	0881792101
Χαρακτική και έντυπη τέχνη	Αρφαράς Μιχάλης	Εκδ. Μεταίχμιο	2009	9604554409
Production for Print	Gatter Mark	Laurence King Publishing	2010	ebook
The Graphic Design Reference & Specification Book	Evans, P., Lee, I., Sherin, A.	Rockport Publishers	2013	ebook