



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> DES-356	<b>Course Title</b> Publishing	<b>ECTS Credits</b> 6
<b>Department</b> Design and Multimedia	<b>Semester</b> Spring	<b>Prerequisites</b> DES-256 and DES-286
<b>Type of Course</b> Major requirement	<b>Field</b> Graphic Communication	<b>Language of Instruction</b> English/Greek
<b>Level of Course</b> 1st Cycle	<b>Year of Study</b> 3rd year	<b>Lecturer(s)</b> Niki Sioki
<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 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 Contents:

1. Publishing as a national and international industry.
2. The Publishing Company: organization, workflow, products.
3. The Editorial Department: authors and texts
4. The Design Department: The role and function of the designer in the book-making process.
5. Fundamentals of book design: format, size, margins, typeface.
6. The architecture of the book: prelims and endmatter.

7. Details in typography: setting type.
8. Designing books: educational books/children's books/dictionaries/fiction.
9. Case studies: Jan Tschichold and Penguin books, Swiss Typography, Greek book designers.
10. Working with the marketing department: publicity and promotion.
11. The book cover: a powerful marketing tool.
12. The electronic book: legibility on screen.
13. Digital publishing: the impact of digital technology on how information is created, developed, designed and distributed.

**Learning Activities and Teaching Methods:**

Lectures, Design project, Work in groups on practical projects, Written assignments, Oral presentations

**Assessment Methods:**

Projects, Mid-term exam, Oral presentation, Final exam

**Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Clark, G & Philips, A.	Inside book publishing, 4th ed.	Routledge	2008	978-0-415-44157-5
Andrew Haslam	Book Design	Laurence King Publishing	2006	978-1-85669-473-5

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Ruari McLean	The Thames and Hudson manual of typography	Thames and Hudson	1992	978-0500680223
Hugh Williamson	Methods of book design	Yale University Press	1983	0-300-03035-5
S. H. Steinberg	Five hundred years of printing	The British Library	1996	0-7123-0438-X
Jan Tschichold	The form of the book: essays on the morality of good design	Lund Humphries	1991	0-85331-623-6