



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
DES-446	History of Graphic Communication	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
ART-281	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>
1st Cycle	Prof. Klimis Mastoridis	4th
<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 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 15th century to the present day.
- Introduce students to the history and value of 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 Content:

The visible language before the alphabet; from cave painting to comic strip. The alphabet. The manuscript letter. Scientific illustration. The invention of printing. Maps. How type is made; typefoundries, letterforms and developments in type design. The impact of photography. Ephemera and their impact on society. Pioneers of modern typography. Typographic, design art movements.

### 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
The story of graphic design	Patrick Cramsie	British Library	2010	9780712306966
Άρθρα και σημειώσεις	Κλήμης Μαστορίδης	Online	1988 2018	978- 0393701999

### Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Θέματα αναπαραγωγής και εκτύπωσης	Κλήμης Μαστορίδης	Εκδόσεις Ανικούλα	2010	9789605160470
Twentieth Century Type Designers	Carter, S.	W. W. Norton & Company	1995	978- 0393701999
An essay on typography	Gill, E.	Lund Humphries	1997	978- 0853315094

Graphic design: a concise history	Hollis, R.	Thames & Hudson	2001	978-0500203477
Pioneers of modern typography	Spencer, H.	Lund Humphries	1969	978-0853312475
Printing, 1770–1970	Twyman, M.	Eyre & Spottiswoode	1970	413-2642032
History of Graphic Design	Meggs, Ph., & Purvis, Al.	Wiley	2005	978-0471699026
The British Library guide to printing: history and techniques	Twyman, M.	British Library	1998	978-0802081797
Type design: Radical innovations and experiments	Triggs, T.	Harper Design International	2003	978-0060567590
Graphic design, referenced: A visual guide to the language, applications, and history of graphic design	Armin Vit, Bryony Gomez Palacio, & Bryony Gomez Palacio	Rockport Publishers	2012	ebook
Graphic design and architecture, a 20th century history: A guide to type, image, symbol, and visual storytelling in the modern world	Poulin, R.	Rockport Publishers	2012	ebook