



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-466	Advanced screen typography	6
Prerequisites	Department	Semester
None	Design and Multimedia	Spring
Type of Course	Field	Language of Instruction
Required	Graphic Communication	English
Level of Course	Lecturer(s)	Year of Study
1st Cycle	Dr Niki Sioki	4 th
Mode of Delivery	Work Placement	Corequisites
Face-to-face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Introduce students to the impact of digital technology on the design and production of documents
- Encourage students to understand the challenge and requirements of screen typography
- Enable students to explore grid structure systems applied on screen
- Provide students with an understanding of the typographic principles applied on screen
- Make students acquire a knowledge of testing methods and interactivity principles

Learning Outcomes:

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

1. Generate ideas in response to briefs related to the design of digital content and documents
2. Demonstrate an ability to employ design thinking and to visualize concepts for digital applications
3. Apply grid systems for the design of digital documents
4. Design digital pages for different contexts of use
5. Review the relevant literature and make informed decisions about the appropriateness of fonts for particular digital document genres

Course Content:

The impact of digital technology on type industry, Short history of digital type, Text on screen: legibility and readability, Text on screen: typography and layout, How we read on screen, How type works on screen, Evaluating typefaces, Choosing and pairing typefaces for screen reading, Type and interface: navigation and interactivity

Learning Activities and Teaching Methods:

Lectures, individual and group projects, short practical assignments, digital tools demonstration, critique sessions of design work, tutorials for project development, written test

Assessment Methods:

Design projects, Short assignments, Final examination, Classroom participation (assessed)

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Type on screen: a guide for designers, developers, writers, and students	E. Lupton	Princeton Architectural Press	2014	9781616893460
How to design websites	A. Pipes	Laurence King	2011	9781780670775
The elements of typographic style	R. Bringhurst	http://webtypography.net/toc/	2013	Web edition

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Becoming a graphic and digital designer	V. Vienne S. Heller	John Wiley	2015	9781119044703
Graphic design portfolio strategies for print and digital media	R. Rowe	Prentice-Hall	2010	9780136140313
Typography referenced: a comprehensive visual guide	A. Haley (ed.) (e-book)	Rockport	2012	9781592537020
Classical typography in the computer age	H. Zapf	Oak Knoll Press	1991	9780614072266