

ECTS Syllabus

Course title	Production Methods for Graphic Design			
Course code	GDES–286			
Course type	Compulsory			
Level	1st Cycle			
Year / Semester	2nd			
Teacher's name	Prof. Klimis Mastoridis			
ECTS	6	Lectures / week	1/week	Laboratories / week
Course purpose and objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> • Demonstrate the basic principles of reproduction processes and printing technology. • Examine the evolution of printing technology and its impact on printed materials. • Determine the materials used in different printing methods and their properties. • Practice design and printing budgeting. • Develop creativity, experimentation, typographical and compositional skills. • Plan the production process from research to final design output. 			
Learning outcomes	<p>On completing the course, students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Discuss the basic concepts associated with different printing methods. 2. Evaluate processes in relation to materials and finishing methods. 3. Propose design specifications taking into account the design and printing budget. 4. Use a variety of technologies to capture and manipulate design elements in the production of a final product. 5. Demonstrate the conceptual and practical development of their work. 6. Use time management and note-taking skills. 			
Prerequisites	GDES–136	Required		
Course content	<p>Introduction to graphic design production. 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, Lamination, Folding, Binding and securing. Costing and estimating. The future of printing.</p>			

Teaching methodology	Lectures, seminars, one-day projects, demonstrations, tutorials, group critics and discussions, practical projects, study visits.
Bibliography	<p>Pipes, A., 2021, <i>Production for graphic designers</i>, 1585676691</p> <p>Mastoridis, K., 1988–2024, “Articles and notes”, Online</p> <p>Μαστορίδης, Κ., (new ed., 2010), <i>Θέματα αναπαραγωγής και εκτύπωσης</i>, 9789605160470</p> <p>//</p> <p>Recommended Textbooks / Readings:</p> <p>Lupton, E., 2024, <i>Thinking with type: A critical guide for designers, editors and students</i> e-book available online, https://primo.unic.ac.cy/permalink/357IC_INST/il7eqe/alma992182045807926</p> <p>Evans, P., Lee, I., Sherin, A., 2013, <i>The Graphic Design Reference & Specification Book</i>, ebook available online, https://primo.unic.ac.cy/permalink/357IC_INST/51glm3/cdi_askewsholts_vlebooks_9781610587884</p> <p>Gatter, M., 2010, <i>Production for Print</i>, ebook available online, https://primo.unic.ac.cy/permalink/357IC_INST/il7eqe/alma992057367307926</p> <p>Αρφαράς, Μ., 2009, <i>Χαρακτική και έντυπη τέχνη</i>, 9604554409</p> <p>Dodd, R., 2006, <i>From Gutenberg to OpenType</i>, 0881792101</p> <p>Gatter, M., 2005, <i>Getting it right in print: digital prepress for graphic designers</i>, 081099206X</p> <p>Evans, P., 2004, <i>Forms, folds and sizes</i>, 1592530540</p> <p>Johansson K., Lundberg P., Ryberg R., 2003, <i>A guide to graphic print production</i>, 0471273473</p>
Assessment	Major projects, one-day projects, seminars, written assessments, library work and research, class attendance and performance.
Language	English