# ECTS Syllabus

| Course title | **Design for Publishing** | | | | |
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| **Course code** | **GDES-356** | | | | |
| **Course type** | **Compulsory** | | | | |
| **Level** | **1st Cycle** | | | | |
| **Year / Semester** | **3rd** | | | | |
| **Teacher's name** | **Dr Niki Sioki** | | | | |
| **ECTS** | 6 | **Lectures / week** | 1/week | **Laboratories / week** | |
| **Course purpose and objectives** | The main objectives of the course are to:<br>• Formulate an understanding of publishing as a cultural industry in a national and international context.<br>• Explain the role of the designer in the publishing process.<br>• Demonstrate the basic principles of book design and their application within a print and digital context.<br>• Evaluate the impact of digital technologies on the design process and the books' design characteristics. | | | | |
| **Learning outcomes** | On completing the course students are expected to be able to:<br>1. Define the current state of the publishing industry and its characteristics in terms of processes and products.<br>2. Assess the designer's role in the publishing company and their collaboration with the editorial, marketing, and production departments.<br>3. Appraise the design characteristics of the main publishing genres and the different readers they serve.<br>4. Design substantial parts of a document for print according to industry standards, using a page layout program and providing a number of solutions.<br>5. Apply the design and typographic principles that underpin reading continuous text.<br>6. Present a body of practical work in a well-documented way showing evidence of research and design thinking. | | | | |
| **Prerequisites** | GDES-256 | | **Required** | | |
| **Course content** | Fundamentals of book design; The architecture of the book; Details in typography; Book genres and design; Paper and use of colour; Case studies, e.g. Jan Tschichold and Penguin books, Irma Boom; The design of Greek language books; The book cover: a powerful marketing tool; E-books: reading on screen. | | | | |

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| **Teaching methodology** | Lectures, design projects (group and individual work), tutorials, written assignments (reports on project concept and research), written tests, critique sessions, workshops by visiting professionals, site visits. |
| **Bibliography** | Lupton, E., 2024, *Thinking with type*, 3rd ed., PA Press, 9781797226828<br><br>Berne, D., 2024, *The design of books*, University of Chicago Press, 9780226832661<br><br>Smith, K., 2012, *The publishing business: From p-books to e-books*, AVA Academia, 9782940411627<br><br>Haslam, A., 2006, *Book design*, Laurence King, 9781856694735<br><br>//<br><br>Recommended Textbooks / Readings:<br><br>Sherin, E. L., 2012, *The graphic design reference and specification book*, Rockport, 9781592538515<br><br>Clark, G. & Philips, A., 2008, *Inside book publishing*, 4th ed., Routledge, 978041544157<br><br>Hendel, R., 1998, *On book design*, Yale University Press, 9780300075700<br><br>Bringhurst, R., 1996, *Elements of typographic style*, Hartley & Marks, 9780881790337<br><br>Williamson, H., 1983, *Methods of book design*, Yale University Press, 0300030355<br><br>Rowell, M., Wye, D., 2002, *The Russian avant-garde book*, 1910-1934, MOMA, 0870700073 |
| **Assessment** | Design projects, mid-term and final assessment, class participation and attendance. |
| **Language** | English |