

ECTS Syllabus

Course title	History of Graphic Design			
Course code	GDES-446			
Course type	Compulsory			
Level	1st Cycle			
Year / Semester	4th			
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"> • Examine the significant changes brought about 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. • Appraise the history and value of the various printing processes, tools and machinery. • Examine artefacts and investigate the methods of their design and production. 			
Learning outcomes	<p>On completing the course, students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Identify the main developments in various aspects of graphic communication (type design, illustration, use of colour). 2. Explain the different printing processes and recognise their distinctive characteristics and impact. 3. Outline the chronology of the main printing processes and relevant machinery. 4. Demonstrate the ability to discuss, analyse and interpret historical material and describe how historical models influence contemporary documents. 5. Identify the main innovators and assess their contributions. 6. Discuss the economic and social impact of printing. 7. Develop oral presentation and information handling skills. 			
Prerequisites	GDES-446	Required		
Course content	<p>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</p>			

	photography. Ephemera and their impact on society. Pioneers of modern typography. Typographic, design and art movements.
Teaching methodology	Lectures, seminars, one-day projects, demonstrations, tutorials, group critics and discussions, practical projects, study visits.
Bibliography	<p>Cramsie, P., 2010, <i>The story of graphic design</i>, 978-0712306966</p> <p>Twyman, M., 1998, <i>The British Library guide to printing: history and techniques</i>, 978-0802081797</p> <p>Mastoridis, K., 1988–2024, “Articles and notes”, Online //</p> <p>Recommended Textbooks / Readings:</p> <p>Μαστορίδης, Κ., (new ed., 2010), <i>Θέματα αναπαραγωγής και εκτύπωσης</i>, 9789605160470</p> <p>Raizman, D., 2021, <i>Reading graphic design history: image, text, and context</i>, ebook available online, https://primo.unic.ac.cy/permalink/357IC_INST/il7eqe/alma992161770907926</p> <p>Carter, S., 1995, <i>Twentieth Century Type Designers</i>, 978- 0393701999</p> <p>Gill, E., 1997, <i>An essay on typography</i>, 978-0853315094</p> <p>Hollis, R., 2001, <i>Graphic design: a concise history</i>, 978-0500203477</p> <p>Spencer, H., 1969, <i>Pioneers of modern typography</i>, 978-0853312475</p> <p>Twyman, M., 1970, <i>Printing, 1770–1970</i>, 413-2642032</p> <p>Meggs, Ph., Purvis, Al., 2016, <i>History of Graphic Design</i>, 978-1-119-13623-1, ebook available online, https://ebookcentral.proquest.com/lib/nicosia/detail.action?docID=4505417</p> <p>Triggs, T., 2003, <i>Type design: Radical innovations and experiments</i>, 978-0060567590</p> <p>Vit, A., Gomez-Palacio, B., 2012, <i>Graphic design referenced: A visual guide to language, applications and history of graphic design</i>, ebook available online, https://primo.unic.ac.cy/permalink/357IC_INST/il7eqe/alma992050247607926</p> <p>Poulin, R., 2012, <i>Graphic design and architecture, a 20th century history: A guide to type, image, symbol, and visual storytelling in the modern world</i>, ebook available online, https://primo.unic.ac.cy/permalink/357IC_INST/1v278ha/alma992050263707926</p>
Assessment	Major projects, one-day projects, seminars, written assessments, library work and research, class attendance and performance.
Language	English