ECTS Syllabus

Course title	**Advanced Screen Typography**
Course code	**GDES-466**
Course type	**Compulsory**
Level	**1ˢᵗ Cycle**
Year / Semester	**4ᵗʰ**
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: • Discuss the challenges and requirements of visual design for screen. • Analyse the technical constraints and visual design conventions associated with particular devices. • Assess the impact of digital technology on the design and production of typefaces. • Combine visual design and typographic principles applied on screen to develop user-friendly digital design solutions. • Explore the value of iterations, prototyping, and testing methods in the digital design process.
Learning outcomes	On completing the course students are expected to be able to: 1. Formulate concepts in response to briefs related to the design of screen-based applications. 2. Apply grid systems and choose the appropriate fonts to enhance the legibility and appeal of digital interfaces. 3. Employ colour schemes and visual hierarchy based on accessibility standards. 4. Develop users' profiles to inform design decisions. 5. Design screen-based communication solutions for different contexts of use, markets and users. 1. Use current software applications to create prototypes and test design work.
Prerequisites	Senior Standing	**Required**	
Course content	The impact of digital technology on graphic design practice; Pioneers of digital type; Letters as bits: fonts formats, terminology, web fonts; Studies in legibility on screen; Layout on screen; Choosing and pairing fonts for screen applications; Typographic

	measurements on screen; Type and interface: hierarchy and navigation; Colour and accessibility; Developing personas, prototypes and testing digital design work.
Teaching methodology	Lectures, practical projects, digital tools demonstration, critique sessions, tutorials, oral presentations, written assignments.
Bibliography	Lupton, E., 2014, *Thinking with type*, 3rd ed., Princeton Architectural Press, 9781797226828 Hardy, D. L., 2022, *Introduction to digital media design*, Bloomsbury, 9781350104952 // Recommended Textbooks / Readings: Steane, J., 2023, *The principles and processes of interactive design*, Bloomsbury, 9781350258563 Fass, J., Revell, T., Stopher, B., Verhoeven, E., 2021, *Design and digital interfaces: designing with aesthetic and ethical awareness*, Bloomsbury, 9781350068278 Beier, S., 2022, *Type tricks, user design*, BIS Publishers, 9789063696368 Vienne, V., Heller, S., 2015, *Becoming a graphic and digital designer*, John Wiley, 9781119044703 Lupton, E., 2014, *Type on screen: a guide for designers, developers, writers, and students*, 3rd ed., Princeton Architectural Press, 9781616893460 Bringhurst, R., 2013, *The elements of typographic style*, http://webtypography.net/toc/ Rowe, R., 2010, *Graphic design portfolio strategies for print and digital media*, Prentice-Hall, 9780136140313
Assessment	Design projects, written assignments, written assessment and oral presentations, class participation and performance.
Language	English