

Course Title	Typography I				
Course Code	GRD125				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	1 <sup>st</sup> Year/ 2 <sup>nd</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	During this studio-based course students will be introduced to the 'art' of Typography through its historic overview and its basic principles. By studying type through history, and application, students will gain strong working knowledge of this essential element to visual communication. Through assignments that address the functional and experimental aspects of lettering, students will also explore form and meaning in typographic design.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Identify and employ the basic rules and principles of typography.</li> <li>• Identify type anatomy and properly use type specification and measurement terms.</li> <li>• Identify and place chronologically the morphological elements of letters.</li> <li>• Classify typefaces according to their visual characteristics.</li> <li>• Establish a hierarchy of information through type treatments.</li> <li>• Communicate successfully a message only with the use of type.</li> </ul>				
Prerequisites	None		Co-requisites	None	
Course Content	<p>Rules and Principles of Typography</p> <p>Type Development (Historic Overview from the first alphabet up to today)</p> <p>Letterpress / Moveable Type / Gutenberg</p> <p>Anatomy of Letters / Type Measurement</p> <p>Classification of Typefaces (Variations, families, fonts)</p> <p>Positive and Negative Space</p> <p>Functions of Type in Everyday Life</p> <p>Typographic Hierarchy</p> <p>Ways to convey a message through the use of type (Syntactic manipulation, use of space &amp; type, use of appropriate typeface)</p>				

	<p>Typographic Styles/ Experimental Typography / Deconstruction / Swiss Style</p> <p>Lettering</p>								
Teaching Methodology	<p>Lectures</p> <p>Work in Groups</p> <p>Individual Tutoring</p> <p>Critiques</p> <p>Independent learning</p> <p>Workshops</p> <p>Presentations</p>								
Bibliography	<p><u>English Bibliography:</u></p> <p>Spiekermann, E. and Ginger, E. M. <i>Stop Stealing Sheep &amp; Find Out How Type Works</i>. Berkeley, CA: Pitchpit Press</p> <p>Lupton, E. <i>Thinking with Type: A Critical Guide for Designers, Writer, Editors, and Students</i>. New York, NY: Princeton Architectural Press</p> <p>Bringhurst, P. <i>The Elements of Typographic Style</i>. Hartley &amp; Marks Publishers</p> <p>Heller, S. <i>Typography Sketchbooks</i>. Thames and Hudson Ltd</p> <p>Stephen, C. <i>The Geometry of Type: The Anatomy of 100 Essential Typefaces</i>. Thames and Hudson Ltd</p> <p><u>Greek Bibliography:</u></p> <p>Bringhurst, R. <i>Στοιχεία της Τυπογραφικής Τέχνης</i>. Πανεπιστημιακές Εκδόσεις Κρήτης</p>								
Assessment	<table border="1"> <tr> <td>Major Project</td> <td>40%</td> </tr> <tr> <td>Assignments</td> <td>50%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td><b>Total</b></td> <td><b>100%</b></td> </tr> </table>	Major Project	40%	Assignments	50%	Class Participation and Attendance	10%	<b>Total</b>	<b>100%</b>
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Language	English								