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| Course Title | Typography II | | | | |
| Course Code | GRD205 | | | | |
| Course Type | Compulsory | | | | |
| Level | Bachelor (1 st Cycle) | | | | |
| Year / Semester | 2 nd Year/ 3 rd Semester | | | | |
| Teacher's Name | TBA | | | | |
| ECTS | 6 | Lectures / week | 3 hours/14 weeks | Laboratories / week | N/A |
| Course Purpose and Objectives | This course is a continuation of the introductory course in Typography in which students will be engaged in the creative development and design of projects that focus on type and concept. Through a series of applied design projects, all developed by the use of the appropriate software, students will appreciate the importance of typography in visual communication. Emphasis is placed on directing students towards a more innovative, and creative use of typography and layout for artistic and commercial purposes. | | | | |
| Learning Outcomes | <p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> • Incorporate the rules and principles of typography in a contemporary and innovative context. • Apply letters, words and text in a creative manner. • Operate with proficiency all the typography tools in the appropriate design software. • Communicate successfully various messages only with the use of type. • Develop and apply creative ideas to design problems. | | | | |
| Prerequisites | GRD125 | Co-requisites | None | | |
| Course Content | <p>Importance of Typography in Visual Communication</p> <p>Experimental forms of typography</p> <p>Form and meaning in typographic design</p> <p>Impact of the computer in typographic aesthetics</p> <p>Creation of interesting and innovative layouts (Poster, Book Cover etc.)</p> <p>Use type as image</p> <p>Contemporary trends in typographic design</p> <p>Use of experimental type for commercial purposes</p> <p>Successful combination of type and imagery</p> | | | | |

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| | Adobe Illustrator Basic Tutorials | | | | | | | | |
| Teaching Methodology | <p>Lectures</p> <p>Work in Groups</p> <p>Individual Tutoring</p> <p>Critiques</p> <p>Independent learning</p> <p>Software Tutorials</p> <p>Presentations</p> | | | | | | | | |
| Bibliography | <p><u>English Bibliography:</u></p> <p>Heller, S. <i>Free Hand: New Typography Sketchbooks</i>. Harry N. Abrams</p> <p>Samara, T. <i>Typography Workbook: A Real-World Guide to Using Type in Graphic Design</i>. Gloucester, MA: Rockport Publishers</p> <p>Anderson, G. <i>Type Speaks: A Lexicon of Expressive, Emotional, and Symbolic Typefaces</i>. Abrams</p> <p>Heller, S. <i>The Typography Idea Book: Inspiration from 50 Masters</i>. Laurence King Publishing</p> <p><u>Greek Bibliography:</u></p> <p>Ζωίδης, Ε. <i>Κριτική θεωρία και οπτική επικοινωνία</i>. Εκδοτικός Όμιλος Ίων</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>Total</td> <td>100%</td> </tr> </table> | Major Project | 40% | Assignments | 50% | Class Participation and Attendance | 10% | Total | 100% |
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| Language | English | | | | | | | | |