

Course Title	Graphic Design and Production				
Course Code	GRD245				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	2 <sup>nd</sup> Year/ 4 <sup>th</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	The aim of this course is to introduce students to the history of printing, the various printing processes, the pre-press, press, post-press procedures and eBook creation and enable them to evaluate various visual treatments and techniques for print media and execute them in print. Additionally, students will explore various materials and finishes.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Outline and discuss the most important aspects of the theory and history of printing.</li> <li>• Describe various production methods and how these methods affect the designer.</li> <li>• Apply the basic principles of design in the printing production process.</li> <li>• Demonstrate an intermediate proficiency with Adobe Illustrator and Adobe Photoshop, including the use of digital guides, layers, colour mode etc.</li> <li>• Work effectively with printing measurements.</li> <li>• Produce black and white, as well as multi-colour prints.</li> <li>• Evaluate and select the most appropriate material and method of printing for various design projects.</li> <li>• Apply successfully different methods of preparing eBooks.</li> </ul>				
Prerequisites	GRD205, GRD215	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> <li>• History of Printing</li> <li>• Various Printing Techniques: Letterpress, Lithography, Silk Screening, Intaglio, Embossing, Digital Printing.</li> <li>• Production Terminology.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Materials (Paper and other).</li> <li>• Colour Modes (CMYK, Pantone, RGB.)</li> <li>• Working with type, colour, images (resolution.)</li> <li>• Prepress Procedure.</li> <li>• Costs of Printing.</li> <li>• Design Process for printing and for ebooks.</li> <li>• Conceive, design and construct their own printed matter to complete projects using a variety of printing and printmaking resources and techniques to enhance their portfolios.</li> <li>• Develop skills, insights and appreciation for the role of materials, techniques, and concepts in printing arts.</li> </ul>
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>Software Tutorials</p> <p>Excursions /Visits</p> <p>Presentations</p>
Bibliography	<p><u>English Bibliography:</u></p> <p>Ambrose, G. <i>Basics Design: Print and Finish</i>. Lausanne, Switzerland: AVA Publishing</p> <p>Bann, D. <i>The All New Print Production Handbook</i>. New York, NY: Watson-Guptill Publishing</p> <p>D'Arcy Hughes, A. <i>The Printmaking Bible: The Complete Guide to Materials and Techniques</i>. San Francisco, CA: Chronicle Books</p> <p><u>Greek Bibliography:</u></p> <p>Αρφαράς, Μ. <i>Χαρακτική και Έντυπη Τέχνη</i>. Μεταίχμιο</p>

Assessment	Major Project	40%
	Assignments	50%
	Class Participation and Attendance	10%
	<b>Total</b>	<b>100%</b>
Language	English	