

Course Title	Typography III				
Course Code	GRD300				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	3 rd Year/ 5 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	This is the third course in a series devoted to the study of Typography. This course aims for students to primarily focus in macro / micro level in print and digital form for specific target audiences. Projects will gradually increase in scope and complexity up to the setting of pages of text with multiple levels of hierarchical meaning. The course helps students develop their ability to create sophisticated multipage typographic layouts in which legibility and readability are crucial values.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> • Adapt typographic parameters to enhance legibility and readability. • Construct and apply grids systems to improve readability, and create emphasis, structure and organization of text. • Critically evaluate the value of color and its ability to enhance legibility for print and screen. • Identify the target audience and produce suitable typographic solutions. • Incorporate type with imagery in advanced design solutions. 				
Prerequisites	GRD205	Co-requisites	None		
Course Content	<p>Typographic Spacing: Kerning, Tracking, Leading Alignment and Hyphenation Common typographic mistakes: Widows and Orphans Rules of Legibility and Readability in detail Hierarchical message systems Advanced Grid Systems Advanced Typographic Layouts (Brochures, Package Labeling, Posters) Suitable colour combinations to enhance legibility for print and screen Achieving Legibility for different target groups</p>				

	<p>Typography for Screen</p> <p>InDesign Basic Tutorials</p>								
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>Hochuli, J. <i>Detail in Typography</i>. London, UK: Hyphen Press</p> <p>Ambrose, G. <i>Typography – Basics Design</i>. Switzerland: Ava Publishing</p> <p>Samara, T. <i>Making and Breaking the Grid: A Graphic Design Layout Workshop</i>. Minneapolis, MN: Rockport</p> <p><u>Greek Bibliography:</u></p> <p>Felton, P. <i>Οι δέκα εντολές της Τυπογραφίας. Αιρετική Τυπογραφία: Παραβαίνοντας τις δέκα εντολές της Τυπογραφίας</i>. Αθήνα: Dart Books</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								