

Course Title	Publication Design I				
Course Code	GRD320				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	3 <sup>rd</sup> Year/ 6 <sup>th</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	This course aims to introduce students to the design of periodical publications. Students will create multipage documents by using the appropriate design software. Emphasis will be given to the use of grid, typographic hierarchy of information, layout of text and combination of text and imagery.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Conceive and create the layout designs for multipage periodical publications, such as magazines and newspapers by using the grid systems.</li> <li>• Demonstrate competency in using Adobe InDesign as a digital production tool.</li> <li>• Analyse, prioritize and organise visual and textual information.</li> <li>• Execute typographic hierarchy on the printed page.</li> <li>• Combine with an appropriate and an innovative way text and imagery.</li> <li>• Follow effectively all the steps of the design process, before producing the final outcome.</li> </ul>				
Prerequisites	GRD300, GRD305	Co-requisites	None		
Course Content	<p>Design of Multipage Periodical Publications  Magazines and Newspapers  Organise and Layout Text on Page  Magazine Covers  Typographic Hierarchy of Information  Typographic Detail  Advanced Grid Systems  Navigation (Page numbers, Contents Page)  Combination of Text and Imagery  Editorial Photography and Imagery (Techniques and Experimentation)  Legibility and Readability  Types of Binding  Types of Paper / Inks / Colour / Die Cuts  Online Publications (E-magazines)  Preparation of documents for print or for web use  Case Studies  Adobe Indesign Tutorials</p>				
Teaching Methodology	<p>Lectures  Work in Groups  Individual Tutoring  Critiques</p>				

	<p>Independent learning Software Tutorials Presentations</p>								
Bibliography	<p><u>English Bibliography:</u> Heller, S. <i>Merz to Emigré and Beyond: Avant-Garde Magazine Design of the Twentieth Century</i>. Phaidon Press Lewis, A. <i>So You Want to Publish a Magazine?</i> Laurence King Publishing White, J. <i>Editing by Design: The Classic Guide to Word-and-Picture Communication for Art Directors, Editors, Designers, and Students</i>. Allworth Cullen, C. <i>Layout Workbook: A Real-World Guide to Building Pages in Graphic Design</i>. Minneapolis, MN: Rockport <u>Greek Bibliography:</u> Dabner, D. <i>Design και Layout. Δημιουργώντας με γραφικά</i>. Μετάφραση: Δραμουντάκης, Ν. Εκδόσεις Σαββάλας</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								