

Course Title	Publication Design II				
Course Code	GRD440				
Course Type	Elective				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	4 <sup>th</sup> Year/ 8 <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 advanced course aims to provide an in-depth study of publication design and layout. It is an opportunity for students to progress further in the specific area by giving visual form to a book (or books). The fundamental qualities of the book medium such as typography, sequence, imagery, paper, die-cuts, fold outs and binding will be investigated in relation to how each affects the overall communication of the book's meaning to the specified audience.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Produce multi page designs that demonstrate advanced skills in typographic design, layout, concept development and design innovation.</li> <li>• Originate a design project from initial concept to the final printed or digital visual.</li> <li>• Execute projects on a professional level, dealing with time constrains, deadlines and presentation skills.</li> <li>• Produce innovative and suitable publications for the specified target audience.</li> </ul>				
Prerequisites	GRD320	Co-requisites	None		
Course Content	<p>Book Design</p> <ul style="list-style-type: none"> <li>- Anatomy of a book</li> <li>- Design of a Book Cover</li> <li>- Spine / Back Cover / Paper Jacket</li> <li>- End Papers</li> </ul> <p>Paper / Inks / Foldings / Unconventional Materials / Die Cuts / Size  Conventional and Unconventional types of books  E books  Limited Edition Publications  Experimental Publications (Artists Books)  Traditional and Experimental ways of Binding  Effect of the target audience on design  Does the content effect the design of the publication?  Typography for Book Design (Typefaces, Type size, Layout)  Case Studies  Design Authorship  Visits to publishing Houses, bookshops, printing houses</p>				
Teaching Methodology	<p>Lectures  Work in Groups  Individual Tutoring  Critiques  Independent learning</p>				

	Workshops Excursions /Visits Presentations								
Bibliography	<u>English Bibliography:</u>  Smith, K. <i>The Publishing Business: From p-books to e-books</i> . AVA Publishing Houston, K. <i>The Book: A Cover-to-Cover Exploration of the Most Powerful Object of Our Time</i> . W. W. Norton & Company Buckley, P. Rotor, E. Niffenegger, A. <i>Classic Penguin: Cover to Cover</i> . USA: Penguin Books Herschendand, J. <i>The Thing the Book: A Monument to the Book as Object</i> . Chronicle Books <u>Greek Bibliography:</u> Συλλογικό Έργο (Δουση Κ., Τσελίκας, Α.). <i>Τέχνη και η Τεχνική της Βιβλιοδεσίας</i> . Μετάφραση: Ναβάρι, Λ. Αθήνα: Εκδόσεις Μουσείο Μπενάκη								
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								