ΔΙΠΑΕ CYQAA

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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Course Title	**Publication Design**				
Course Code	**DSP429**				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	4th / Fall				
Teacher's Name	Maria Nodaraki				
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	The aim of the course is to make students familiar with the design of publishing. It will include the theory and practice of newspaper, magazine, and interactive web layout and design with an emphasis on publication design, corporate identity and advertising layout. The emphasis in the course is on graphic design products such as corporate identity, advertising layout, ad design, logo design, and other related products.				
Learning Outcomes	Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism.				
Prerequisites	-	Required	-		
Course Content	**The Publishing Area and Innovation:** Observation and analysis of various forms of publishing design in its broad sense, including both traditional and non- traditional printed editorials. Study, comparison and evaluation of examples of real publications such as books, periodicals, magazines, newspapers, art editing etc. **Understanding Editorial Systems:** Making sense of the multi-faced and interconnected relationship of image, type and text in complex and large-scale contextual and design tasks. The role of classifying images and written information in order to convey particular concepts, inform certain context and communicate with desired audiences. **Advanced Grid Systems and Dada Organization:** The study of advanced, elaborate, contemporary and experimental grid systems. The importance of organizing and handling large sums of dada, in given structures requiring complex layout in a creative and legible manner.				

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	Experiment with different kinds of contextual and visual information, such as photography, illustration, flowing text, information tables, headlines, subtitles etc. **Self-Initiated Proposals:** The role of proposing the subject matter and content of a self-initiated magazine. Evaluation and identification of the particular aims and objectives of the proposed briefs through advanced research and understanding of the current marketplace. **Customer Research:** The importance of recognizing and evaluating customer identity through specific subject matter research, engaging with audiences' life styles, habits and image factors. Evaluate the purpose and significance of information and language in communicating with specific target audiences. **Time Management:** Understanding the difficulties of pressing deadlines and the process necessary for an all-rounded completion of a publishing design task. **Design Production:** The importance of making and handling difficult, large-scale tasks employing interactivity, creativity and ingenuity. The role of interdisciplinary skills in achieving a high level of production.
Teaching Methodology	The taught part of the course is delivered through lectures and visual presentations and it is mainly based on project briefing, constant evaluation, short exercises, practical workshops, and extensive group critiques. In-class discussions, inspirational exercises, visual research methodologies, brainstorming techniques and concept development processes are initiated and encouraged. Creative use of computer design along with hand skill methods and use of medium such as illustration, sketching, drawing, photography and styling etc. are also part of learning activities.
Bibliography	Editorial Design: Digital and Print, Cath Caldwell, Yolanda Zappaterra, Laurence King Publishing; 2 edition (November 11, 2014) Designing the Editorial Experience: A Primer for Print, Web, and Mobile, Rockport Publishers (May 15, 2014) Print is Dead. Long Live Print: The World's Best Independent Magazines, Ruth Jamieson, Prestel (April 14, 2015) So You Want to Publish a Magazine? Angharad Lewis, Laurence King Publishing (August 9, 2016) Making and Breaking the Grid: A Graphic Design Layout Workshop, Timothy Samara, Rockport, 2005

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	Grids for the Dynamic Image, AVA Publishing, 2006 Mag-Art: Innovation in Magazine Design, Charlotte Rivers, Rotovision, 2009 The Grid Book, Higgins H. B., MIT Press, 2009
Assessment	Design perception, skill, intelligence 40% Research and methodology 20% Experimentation and analysis 20% Time management and presentation 20%
Language	English