Course unit title:	**DESIGN FOR PUBLISHING**				
Course unit code:	AGDS410				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	4th / Fall				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Labs p/w:	0
Name of lecturer(s):	Artemis Eleftheriadou				
Learning outcomes of the course unit:	• Recognize new and alternative forms of publishing and distinguish the usages of various publishing forms, focusing on the numerous versions and aspects of magazine design • Identify and evaluate the complex relationship of visual material and large quantities of text in the service of communication with target audiences • Develop acute knowledge of the grid system and organizing visually and creatively large sums of dada and image material • Propose a self initiated project identifying specific aims and objectives considering the desired audiences and their specific socio-cultural understandings • Create a close to final publishing proposal of a certain volume, assessing time management and predicting necessary problem solving				
Prerequisites:	AGDS304		Co-requisites:	None	
Recommended optional program components:	None				
Course contents:	**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. 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.
Recommended and/or required reading:	**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 **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
Textbooks:	Layout Workbook, Kristin Cullen, Rockport, 2007
References:	V MAGAZINE, W MAGAZINE, BONESHAKER, LUCKY PEACH, ANORAK, WRAP, KINFOLK, PORT, WAD, FANTASTIC MAN, FRAME, SUITCASE, HOMME +, V MAN, ANOTHER MAGAZINE, ID, DAZED AND CONFUZED, CLEAR, TEN, LOVE, REPOSTE, ACNE PAPER, VAULT, DOMUS, MARK, ESQUIRE, GQ, GRAFIK, CMYK
Planned learning activities and teaching methods:	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 mediu such as illustration, sketching, drawing, photography and styling etc. are also part of learning activities. Also presentations, briefing and related written material are available on e-learning engine.
Assessment methods and criteria:	Design perception, skill, intelligence 40% Research and methodology 20% Experimentation and analysis 20% Time management and presentation 20%
Language of instruction:	English
Work placement(s):	No