

## Global Learning Semesters

### Course Syllabus

Course: DES-481 Offset Printing

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-481	Offset Printing	3
Semester Offered	Contact Hours	Prerequisites
Fall	42	DES-200
Department	Level of Course	Language of Instruction
Design	Upper Division	English

### Course Description

- Practical problems in graphic design/marketing/advertising
- Graphic art preparation and production
- Commercial art projects which lead to gaining an understanding of production and other technicalities
- Materials and equipment for production

### Instructor

Evrripides Zantides

### Course Aims and Objectives

A course in the numerous phases of graphic production and preparation and the philosophy of graphic design, marketing, advertising, designed to develop each students' ability in these areas. It explores aspects of graphic design, marketing, advertising and help prepare each students to prepare themselves for a career in graphic design, marketing, advertising and commercial art from preparation to completion and printing.

### Teaching Methods

The course is delivered through a mixture of lectures, studio presentations, studio tutorials and practical exercises and assignments.

### Course Teaching Hours

42 hours . The course is delivered during the Fall semester in 14-weeks (3 hours/week).

### Evaluation and Grading

Homework: 20%  
Mid-Term: 30%  
Final Exam: 50%

## Readings and Resources

### Required Textbook

There is no required textbook for this course

### Recommended Reading

Poynov, Rick and Booth-Clibborn, Edward, *Typography now The Next Ware*

Blackwell L. (1992) *The end of print: The graphic design of David Carson*, Laurence King Publishings

Richard H. (1994) *Graphic design: A concise history*

Wozencroft J. (1996) *The Graphic Language of Neville Broady*, Universe Publishing

Blackwell L. (1992) *20<sup>th</sup> Century Type* Lawrence King Publishing (reference book)

Mc Quiston L. (1993) *Graphic agitation: social and political graphics since the sixties*, Phaidon Press

Miller A., Brown M. (1999) *Graphic design speak: a visual dictionary for designers*, Rockport Publishers.