



## COMM-346G - Newspaper & Magazine Production

<b>Course Code</b> COMM-346G	<b>Course Title</b> Newspaper & Magazine Production	<b><u>Credits (ECTS)</u></b> 6
<b>Department</b> Communications	<b>Semester</b> Fall	<b>Prerequisites</b> COMM. 125;DES-240
<b>Type of Course</b> Major Elective	<b>Field</b> Communications	<b>Language of Instruction</b> Greek
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3	<b>Lecturer</b> Faculty

### Objectives of the Course:

1. To introduce students to the art and technique of typography and its application in the layout and production of a newspaper and magazine up to their printing stage.
2. The students must develop their knowledge and potential so they can process texts and images on the computer to produce graphics for a newspaper or magazine, depending on their targeted reading public.

### Learning Outcomes:

After completion of the course students are expected to be able to understand:

1. Know the historical development of typography
2. Know the fonts, sizes and types of letters
3. Know the technique of planning page layouts
4. Be able to process and place photographs in a page
5. Be able to place advertisements in cooperation with the Commercial Department
6. Know and apply colour separation
7. Know lithography
8. Process to completion a printed newspaper and/or magazine, including knowledge of systems of binding

### Course Contents:

1. Introduction to the art of typography
2. Learning the typographic fonts
3. Learning the techniques of typographic composition
4. Aesthetics of the Layout
5. Planning quality and popular (tabloid) newspapers
6. Types of typographic paper and its characteristics
7. Binding systems of newspapers and magazines

**Teaching Methods:**

Lectures, practical exercises, and production of a group newspaper
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**Assessment Methods:**

Mid-term, practical work, group participation in newspaper production
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**Required Textbooks:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
As pointed out by the faculty				