

## **Prof. Evaripides Zantides, Ph.D. | CURRICULUM VITAE**

<b>Section</b>	<b>Page</b>
A1   <b>Personal Details</b>	2
A2   <b>Education   Teaching Experience   Positions Held</b>	3
A3   <b>Awards and Merits   Memberships</b>	6
A4   <b>Research Related Activities</b>	8
A5   <b>Design Consultancies</b>	25

**| A1 | PERSONAL DETAILS**

<b>Name</b>	Dr. Evaripides Zantides
<b>Current Position</b>	Professor Department of Multimedia and Graphic Arts School of Fine and Applied Arts Cyprus University of Technology
<b>Address</b>	94, Anexartisias street, 1st Floor
<b>Mail address</b>	P.O. Box 50508, 3606 Lemesos, Cyprus
<b>E-mail</b>	evripides.zantides@cut.ac.cy
<b>Telephone (home)</b>	+357 25 upon request
<b>Telephone (mobile)</b>	+357 99 upon request
<b>Telephone (work)</b>	+357 25002223
<b>Fax</b>	+357 25002693
<b>Nationality</b>	Cypriot
<b>Marital status</b>	Married
<b>Number of Children (ChD)</b>	3, two under 18 years old

## | A2 | EDUCATION

### **2010–2019 (includes 3 years interruption of the study):**

Ph.D. Visual Communication, Aristotle University, Greece.

### **1995–1996:**

MA Graphic Fine Arts, University of Kent, Canterbury, United Kingdom.

### **1992–1995:**

BA Graphic Communication, University of Wolverhampton, United Kingdom.

### **1987–1990:**

HND Electrical Engineering, Higher Technical Institute, Cyprus.

## | A2 | TEACHING EXPERIENCE

### **A2.1 > Academic Positions**

#### **Nov 2019–now:**

Full-time, *Professor* in Graphic and Visual Communication, Department of Multimedia and Graphic Arts, Cyprus University of Technology, Lemesos, Cyprus

#### **Oct 2014–Sept 2019:**

Full-time, *Associate Professor* in Graphic and Visual Communication, Department of Multimedia and Graphic Arts, Cyprus University of Technology, Lemesos, Cyprus.

#### **Sept 2009–Oct 2014:**

Full-time, *Assistant Professor* in Graphic and Visual Communication, Department of Multimedia and Graphic Arts, Cyprus University of Technology, Lemesos, Cyprus.

#### **Jan 2009–Jun 2009:**

*Special Scientist*, Department of Multimedia and Graphic Arts, Cyprus University of Technology, Lemesos, Cyprus.

#### **July 2008–August 2009:**

Full-time, *Associate Professor* in Graphic Communication, Department of Design and Multimedia, University of Nicosia, Lefkosia, Cyprus.

#### **February 2004–July 2008:**

Full-time, *Assistant Professor* in Graphic Communication, Intercollege, Lefkosia, Cyprus.

#### **January 2002–February 2004:**

Full-time, *Senior-Lecturer* in Graphic Communication, Intercollege, Lefkosia, Cyprus.

#### **Sept 1997–January 2002:**

Full-time, *Lecturer* in Graphic Communication, Intercollege, Lefkosia, Cyprus.

#### **Feb 1997–Jun 1997:**

Part-time, *Lecturer* in Graphic Communication, Intercollege, Lefkosia, Cyprus.

*Overall full-time teaching experience*

*in higher education as from September 2019: 22 years*

**A2.2 > Invited Lectures and Talks**

- (2019). *Implementation and importance of Semiotics in Graphic and Visual Communication*. Academic lecture at University of Tartu, Estonia.
- (2019). *Semiotics and Visual Metaphor in Design Practice*. Keynote Speaker at the 5th International Design Conference (semiotics, visual metaphors and design), American University in the Emirates, Dubai.
- (2019). *Advertising Communication, Visual Metaphor and Semiotics*. Academic lecture at University of Central Lancashire, Larnaca.
- (2019). *Reading trajectories and semiosis in graphic design*. Plenary Speaker at the 14<sup>th</sup> World Congress of Semiotics, IASS-AIS, Buenos Aires.
- (2019). *The taste of Typography and the semiotics of food advertisements*. Lecture given at the conference and XXIV Early Fall School of Socio-Semiotics EFSS 2019-Culture and Communication of Taste, Sozopol.
- (2019). *Εννέα σημειολογικές αποχρώσεις της Γραφιστικής: Το χρώμα ως πρωταρχικό σημειωτικό σύστημα*. Διάλεξη στη 4η Θερινή Συνάντηση Σημειωτικής: Η Σημειωτική του χρώματος, Θεσσαλονίκη.
- (2018). *Erotic appeals in Graphic and Visual Communication applications*. Lecture given at the conference and XXIII Early Fall School of Socio-Semiotics EFSS 2018-Love and sex in the digital age: A semiotic perspective, Sozopol.
- (2018). *Sex, Love & Advertising: Η Σημειωτική της ερωτικής φωτογένειας και του σεξ στη διαφήμιση και Εικόνα-Τυπογραφία-Κείμενο: Η Σημειωτική των γραμμάτων σε γραφιστικές εφαρμογές και έντυπες διαφημίσεις*. Διαλέξεις στη 3η Θερινή Συνάντηση Σημειωτικής: Οπτική Επικοινωνία: Εικαστικές και Εφαρμοσμένες Τέχνες, Θεσσαλονίκη.
- (2017). *The semiotics of digitalism in Graphic and Visual Communication*. Lectures given at the XXII Early Fall School of Socio-Semiotics EFSS 2017- Digital Age in Semiotics and Communication, Sozopol.
- (2017). *Μεταφορά και διακειμενικότητα: Η γλώσσα της δημοφιλούς κουλτούρας στην οπτική επικοινωνία και Εικόνα-Κείμενο-Ήχος: Το τραγούδι και οι αρχικοί τίτλοι ταινιών στον κινηματογράφο*. Διαλέξεις στη 2η Θερινή Συνάντηση Σημειωτικής: Η Σημειωτική της Δημοφιλούς Κουλτούρας, Θεσσαλονίκη.
- (2017). *Six Graphic Design myths and one reality* (Open discussion with George Souglides-Έξι μύθοι και μια πραγματικότητα για τη γραφιστική/Ανοικτή συζήτηση με τον Γιώργο Σουγλίδη). Opening talk given at the official presentation of Cyprus Association of Graphic Designers and Illustrators (CAGDI).
- (2016). *De-semiotizing ideologies in print Advertising: applying theory into practice*. Lecture given at XXI Early Fall School of Socio-Semiotics EFSS 2016-Ways of Semiotic Research, Sozopol.
- (2016). *Από το Branding στη σήμανση: Γραφιστικές εφαρμογές στο μουσείο*. Ειδικό Σεμινάριο σε συνεργασία με τον Άγγελο Παναγίδη, ΔΠΜΣ 'Μουσειολογία-Διαχείριση Πολιτισμού', Πολυτεχνική Σχολή ΑΠΘ, Θεσσαλονίκη.
- (2016). *Σημειωτική της εικόνας και της τυπογραφίας σε έντυπες πολιτικές διαφημίσεις και Εθνική ταυτότητα, εγχώρια προϊόντα και τουριστική διαφήμιση*. Διαλέξεις στη 1η Θερινή Συνάντηση Σημειωτικής: Η Σημειωτική της Πολιτικής Επικοινωνίας, Θεσσαλονίκη.
- (2015). *Doing away with "the main man"*, Round Table discussion panel member, University of Nicosia Lefkosia, Cyprus.

- (2015). *Prologue speech for The Art of Functionality: An interdisciplinary Design Showcase*, ArtPoint, Lemesos, Cyprus.
- (2014). *Γραφιστική επικοινωνία και σημειωτική στην έντυπη διαφήμιση και Η γραφιστική αναπαράσταση της γλώσσας και η σημειωτική της τυπογραφίας*. Διαλέξεις στο Μεταπτυχιακό πρόγραμμα ΔΠΜΣ Ευρωπαϊκής Λογοτεχνίας και Πολιτισμού, Μαθ. Η Ρητορική της Διαφήμισης, Αριστοτέλειο Πανεπιστήμιο, Θεσσαλονίκη.
- (2013). *Prologue speech for Nikos Kouroushis book presentation «Λειτουργική Γλυπτική»*, Φυτώριο Εικαστικής Καλλιέργειας, Lefkosia, Cyprus.
- (2012). *Children and food advertisements in Cyprus: A Semiotic perspective*. Lectures given at XVIII Early Fall School of Socio-Semiotics EFSS 2012, Sozopol.
- (2012). *Η οπτικοποίηση της διάρκειας* transl.: *The visualization of duration and time*, Aristotle University of Thessaloniki.
- (2011). *The importance of Semiotics in Visual Communication*, Northampton University, U.K. Lecture and Workshop.
- (2011). *Forms of Symbolic Efficacy in Visual Communication*. Lectures given at XVII Early Fall School of Socio-Semiotics EFSS 2011, Sozopol.
- (2007). *Typography and Graphic Communication*, University of Wolverhampton, U.K. Lecture and Workshop.
- (2007). *The importance of Semiotics in audiovisualizing verbal language*, Intercollege. Lecture at Citizen's Free University, University of Nicosia.
- (2006). *Hierarchy of Type*, Applied Science University of Amman, Type Workshop, Jordan.
- (2005). *Advertising and Graphic Communication*, University of Wolverhampton. Lecture and Workshop.
- (2003). *Opportunities and challenges after studying Graphic Design*. University of Wolverhampton, Lecture.
- (2000). *Doing Master research in Graphic Fine Arts*, University of Kent, Lecture.

### **A2.3 > Courses taught at Cyprus University of Technology**

*(Courses taught at University of Nicosia are listed at Part C-Teaching Work))*

**Post Graduate Level:** Ph.D. Supervision

MGA 505 Semiotics and Graphic design

MGA 580 Supervision of Dissertation

**Graduate Level:** MGA 201 Applications of Typographical Design I

MGA202 Introduction to Semiotics and Visual Communication

MGA 405 Semiotics and Visual Communication

MGA 461 Supervision of Dissertation

**| A2 | POSITIONS HELD****July 2017–now:**

Founder and member of the organising committee for the International Cyprus Poster Triennial (CPT), Lemesos, Cyprus.

**Oct 2012–now:**

Country Delegate of Cyprus at the International Association for Semiotic Studies (IASS).

**November 2011–now:**

Founder and member of the scientific and organising committees for the International Conferences on Semiotics and Visual Communication (ICSV), Lemesos, Cyprus.

**Sept 2009–now:**

Lab Founder and Coordinator at Semiotic and Visual Communication Research Lab (SVCRL). Website: [www.svclab.com](http://www.svclab.com)

**Sep 1999–now:**

Country Delegate of Cyprus at the International Typographic Association (AtyPI).

**July 2019–November 2019:**

International Committee Member of the “First Emirates International Poster Festival, 2019” (EIPF), organized by the Cultural and Scientific Association (NADWA) in Dubai to celebrate the UAE’s “Year of Tolerance”.

**March 2013–May 2018:**

Founding member and Chair, Cyprus Semiotics Association (CSA).

**March 2014–March 2017:**

Head of Department of Multimedia and Graphic Arts at Cyprus University of Technology.

**Sept 2007–Aug 2009:**

Head of Design and Multimedia Department at University of Nicosia.

**Oct 1996–Sept 2009:**

Art Director and Fine Artist at personal Graphic Arts and design studio named «At graphiaki-Στο γραφειάκι», Lefkosia, Cyprus.

**Oct 1996–Oct 1997:**

Graphic Designer at Gnomi FCB Advertising, Lefkosia, Cyprus.

**| A3 | AWARDS AND MERITS****2019-Zhangzhou Daffodils International Poster Invitation Exhibition 2019-Invited by Merit**

“In view of your outstanding achievements in the professional field, you are invited to participate in the Zhangzhou Daffodils International Poster Invitation Exhibition 2019.”-The 70<sup>th</sup> Anniversary of the Founding of The People’s Republic of China.

**2019-Tolerance Poster Exhibition-Invited by Merit**

Emirates International Poster Festival, “In view of your dedicated contribution to design education and practice, we would like to invite you to join the International Committee of the “First Emirates International Poster Festival, 2019” (EIPF), organized by the Cultural and Scientific Association (NADWA) in Dubai to celebrate the UAE’s “Year of Tolerance”. Your role as a member of the international committee is to nominate participants, promote the EIPF throughout the international design community and participate in the program of the EIPF.

**2019-Peace be with you Poster Exhibition-Invited by Merit**

Peace be with you, is a curated project by Curator Sergei Serov. The Posters have been exhibited in various locations and will end up in the 14 Golden Bee Biennial.

**2019-International Racing Culture Poster Exhibition-Invited by Merit**

Invited by merit, “[...] in view of your important influence and outstanding achievements in the field of artistic creation”. Wuhan Institute of Design and Sciences, China.

**2019-City of Bardejov-UNESCO heritage city-Invited by Merit**

Invited by merit, “honorary invitation to participate in a unique poster design exhibition”. Bardejov, Slovakia.

**2017-Wolda Award of Excellence**

Awarded for exemplary design and concept in the category Logo Redesign for the new Cyprus University of Technology Logo. Eighth Wolda–Worldwide Logo Design Award 2017. 515 logos and identities from 39 countries participated in the eighth Wolda Worldwide Logo Design Award 2017. The jury meeting took place in New York and was hosted by the agency Pentagram. Wolda is a worldwide competition for logos and corporate identity. Awards are given in three categories: Logos New, Logos Redesign and Corporate Identity. Wolda’s aim is to honour the world’s best work in the area of logo design and business stationery.

**2011-Featured Designer Award**

*The Fifth United Designs*, International Biennial Design Exhibition, Lemesos, Cyprus.

**2009-Merit Award**

In the category of Poster Design 2009 *Graphic Design and Illustration Awards* (EVGE).

**2009-Invited by Merit**

In *30 Posters on Migration*, a curated project by Dimitris Karaiskos following *27 Graphists de Europe* in Athens, Greece.

**2008-Invited by Merit**

Graphic designer representative of Cyprus at *27 Graphists de Europe*. 27 graphics designers represented their own country at the occasion of France’s presidency in the European Union, curated by Philippe Apeloig. The 27 posters under the theme ‘walking’ were shown in Paris airports terminals.

**1999-Cyprus Representative for the Graphic Design category**

Graphic designer representative of Cyprus at the *Biennale of young artists from European Countries and Countries from the Mediterranean* in Rome.

**1996-Full Scholarship Award**

*Full fees scholarship* award for performance excellence at the Master degree, awarded by the University of Kent in the United Kingdom.

**1994-First prize student award**

In the category for the *best poster design* against racism and discrimination, U.K. (Wolverhampton Municipal Council).

**| A3 | MEMBERSHIP****Jan 2018–now:**

Member of China International Design Educator Association (CIDEA).

**Mar 2017–now:**

Member of Cyprus Association of Graphic Designers and Illustrators (EFEK-CAGDI).

**Mar 2013–May 2018:**

Member and President of the Cyprus Semiotic Association (ΚΣΕ-CSA).

**Nov 2010–now:**

Member of the Hellenic Semiotic Society (ΕΣΕ-HSS).

**Oct 2012–now:**

Member of the International Association for Semiotic Studies (IASS).

**Sep 1999–2009:**

Member of Cyprus Designers Association (MET).

**Sep 1999–now:**

Member of the International Typographic Association (ATyPI).

**Oct 1996–now:**

Member of the Cyprus Chamber of Fine Arts (EKATE).

**| A4 | RESEARCH RELATED ACTIVITIES****A4.1 > Editing and contribution in Books**

Zantides, E. (Editor, 2019). *Semiotics and Visual Communication III-Cultures of Branding*. Newcastle upon Tyne: Cambridge Scholars Publishing.

Zantides, E. (2019, forthcoming). Differences, similarities and changes of national identity signs in print advertisements. The advertising discourse as a mirror of locality and vice-versa. In Copley, P. and Kull, K. (Eds), *Differences, Similarities and Meanings. The Interplay of Differences and Similarities in Communication and Semiotics*. Berlin: De Gruyter Mouton.

Frangopoulos, M. and Zantides, E. (Editors, 2018). *Punctum. International Journal of Semiotics*. Edited Volume on Design as Semiosis, Hellenic Semiotic Society.

Zantides, E. (Editor, 2017). *Semiotics and Visual Communication II-Culture of Seduction and Preface of articles*, pp. xiii-xv. Newcastle upon Tyne: Cambridge Scholars Publishing.

Zantides, E. (2016). The distinct sounds of the Greek-Cypriot dialect take on (typographic) character. In L. Kudrnovská (Ed), *365 stories on type, typography and graphic design* (pp. 126). Paris: étapes: editions.

Zantides, E. (2015). Typography in Cyprus. In L. Kudrnovská (Ed), *365 stories on type, typography and graphic design* (pp. 51). Paris: étapes: editions.

Zantides, E. (Editor, 2014). *Semiotics and Visual Communication-Concepts and Practices and Preface of articles*, pp. xiii-xvi. Newcastle upon Tyne: Cambridge Scholars Publishing.

Zantides, E. (2014). Διά-Μέσου-Inter-Medium. In C. Serezis (Ed), *Η Τέχνη στην Αργώ, Λευκωσία, Αθήνα 1970-2010* (pp. 113). Athens: Γκαλερί Αργώ.

Zantides, E. (2009). Eviropides Zantides's Lefkosia, Cyprus. In Z. Hanaor (Ed), *Graphic Europe: An alternative guide to 31 European Cities* (pp. 40–45). London: Cicada Books Limited.



Zantides, E. (2005): Visual Orchestra. In Marangou, A., Schiza, M., Toumazis, Y. and Inatchi, U (Eds), *Cyprus Art in the 20th Century* (pp. 180–181). Nicosia: unops.

Zantides, E. (2002). Trap. In P. Lapithis (Ed), *Καλλιτέχνες της Κύπρου/Cyprus Artists* (pp. 92–93). Nicosia: Pantheon Cultural Association

#### **A4.2a > Articles in Refereed Journals**

Frangopoulos, M. and Zantides, E. (2018). Introduction-Design as Semiosis. *Punctum. International Journal of Semiotics*. 4(1): 5-8, 2018.

Damaskinidis, G., Kourdis, E., Zantides, E. & Sykioti, E. (2018). Eye-tracking the semiotic effects of layout on viewing print advertisements. *Public Journal of Semiotics* 8 (1), 46-66.

Zantides, E. (2016). Visual metaphors in communication: Intertextual semiosis and déjà vu in print advertising. *Romanian Journal of Communication & Public Relations*, 18 (3), 65-74.

Zantides, E. (2016). Cyprus and Conspiracy Theories after the Troika Levy in 2013. In Leone, Massimo, ed. 2016. *Complotto / Conspiracy*, monographic issue of *Lexia*, 23-24, 245-254. SCOPUS journal. Rome: Aracne (ISSN: 1720-5298-20; ISBN: 978-88-548-9931-5; DOI: 10.4399/97888548993154).

Zantides, E. (2016). Looking inwards, designing outwards: National identity and print advertisements of the Cyprus tourism organisation. *Visual Studies*, 31(3), 248-259.

Zantides, E., Kourdis, E & Yoka, C. (2016). Semiotic Landscapes in Commercial Communication: A Preliminary Reading of Greek-Cypriot Shop Signs. *International Journal of Signs and Semiotic Systems*, 5(2), 1-26.

Mavri, A., Loizides, F., & Zantides, E. (2016). Communicating content: Development and evaluation of icons for academic document triage through visualisation and perception. *Behaviour & Information Technology*, 35(9), 758-780.

Zantides, E. & Kourdis, E. (2014). Graphism and Intersemiotic Translation: An old idea or a new trend in advertising? *IMAGE Journal of Interdisciplinary Image Science*, 19, 50–68.

Zantides, E. & Papadima, A. (2013). Depicting time: Visualizing the duration of existence and facts in past, present and future. *MENON Journal of Educational Research*, 2b, 5–19.

Zantides, E. & Kourdis, E. (2013). Representations of children in food advertisements in Cyprus: A sociosemiotic perspective. *International Journal of Marketing Semiotics*, 1, 25–45.

Zantides, E. (2012). [Review of the book *Visible Signs-An Introduction to Semiotics in the Visual Arts*, by D. Crow]. *GRAMMA/ΓΡΑΜΜΑ: Journal of Theory and Criticism on Semiotics as a Theory of Culture: Deciphering the Meaning of Cultural Texts*, 291-293, 20.

#### **A4.2b > Articles in Refereed Journals with PhD students**

Andreou, S., Stylianou, S. and Zantides, E. (2017). Gendering the nation: a study on male and female representations on Cyprus postage stamps. *Semiotica: Journal of the International Association for Semiotic Studies/ Revue de l'Association Internationale de Sémiotique (SEMI)*, 2017 (215), 73 – 88. doi:10.1515/sem-2016-0030

Andreou, S., Zantides, E. and Ioannou, A. (2017). Official culture construction through postage stamp design and the perception of the citizens: are we what we visually represent? Manuscript under review.

**A4.3a > Art & Design Practice in Refereed Publications**

*(Non-refereed art & design-practice publications are not listed here)*

- Zantides, E. (2018). *Conversation with Comrade Lenin. 1917-2017, 100 years from the October Revolution 500 posters*. Bardejov: 347.
- Zantides, E. (2017). Cyprus University of Technology Logo Redesign. *8<sup>th</sup> Wolda Winners Part2: Logo Redesign*. Meerbusch: Norbert Küpper, 14.
- Zantides, E. (2016). Poetry night. *12th Golden Bee, Global Biennale of Graphic Design Moscow*. Moscow: Alma Mater, 40.
- Zantides, E. (2014). Poetry nights I & II. *11th Golden Bee, Global Biennale of Graphic Design Moscow*. Moscow: 197, 367.
- Semiotics and Visual Communication Lab & Praxis03 (2014). Cyprus Theatre Organisation. In J. Glaser (Ed), *The Graphic Design Exercise Book*. New York: HOW Books, 62.
- Zantides, E. (2010). After the Parade. *Golden Bee 9-Moscow International Biennale of Graphic Design*. Moscow: The Golden Bee Press, 605.
- Zantides, E. (2009). Walking. *Greek Graphic and Illustration Awards 2009*. Athens: Graphopress, 58.
- Zantides, E., Papadima, A., Kafaridou, M., Souglides, G. (2006). Apotiposis. *Moscow International Biennale of Graphic Design, Golden Bee 7*. Moscow: The Golden Bee Press, 179.
- Zantides, E. (2004). Rays of Conversation. *Biennale Internationale Design 2004 Saint-Etienne*. Saint-Etienne: Azimuts et les auteurs, 259–260.
- Zantides, E. (2004). Images and views of the alternative cinema. *International Biennial of Graphic Design, Golden Bee 6*. Moscow: The Golden Bee Press, 74.
- Zantides, E. (2002): Graphic Fine Art Lamps. *Biennale Internationale Design 2002 Saint-Etienne*. Saint-Etienne: Azimuts et les auteurs, A2, 21–22, 481.
- Zantides, E. (1999): Between the Flags. *Parikia Istion-Artist's Village*. Samos: North Greece Chamber of Fine Arts, 10–11.
- Zantides, E. (1999): Autre Semeion-Other semeion. *Biennale of Young Artists from European Countries and Countries from the Mediterranean*. Lefkosia: Ministry of Education-Cultural Services, 22–23, 44–45.
- Zantides, E. (1999): Altro Segno. *Visioni di Futuro, Vision d'avenir*. Rome: Castelveccchi Arte, 89.

**A4.3b > Art & Design Practice in non-Refereed Publications**

- Zantides, E. (2017). 21st century European flag. *21 Posters on Explosion[s]*. Lemesos, 50–51.
- Zantides, E. (2015). Are you the one who waits? *Culture of Seduction [the seduction of culture]*. Lemesos, 54–55.
- Zantides, E. (2015). Stop Fighting. *18 Posters-Design for Peace*. Lemesos, 18–19.
- Zantides, E. (2014). Play a vibration in the rhythm of nature. *The Seventh United Designs, International Biennial Design Exhibition*. Korea: United Designs Alliance, 40.
- Zantides, E. & Tymbiotou, I. (2014). There is nothing like health. *Trauma and Therapy: Cypriot antiquity and contemporary art*. Nicosia: EnTipsis, 41, 64-65, 93.

- Zantides, E. (2013). T792 Tear Gas. *The Sixth United Designs, International Biennial Design Exhibition*. Kyunggido: Korea Ensemble of Contemporary Design KECD, 49.
- Zantides, E. (2011). Genetic Interaction is a socio-ethical Process. *The Fifth United Designs, International Biennial Design Exhibition*. Kyunggido: Korea Ensemble of Contemporary Design KECD, 123.  
— (ibid). Featured Designer, 172–177.
- Zantides, E. (2010). Immigration. *The Fifth Rokycany Biennial in Graphic Arts*. Rokycany, 10.
- Zantides, E. (2010). 32 Posters Combating Poverty and Social Exclusion. *32 Posters Combating Poverty and Social Exclusion*. Lefkosia, 74–75.
- Zantides, E. (2009). Human coordinates. *The Fourth United Designs Biannual International Design Exhibition*. Kyunggido: Korea Ensemble of Contemporary Design KECD, 234.
- Zantides, E. (2009). Human coordinates. *30 Posters on Migration*. Athens: IMEPO, 57.
- Zantides, E. (2008). Graphic Serialism II. *Nicosia-Portland Print Project*. Oregon: Print Arts NW & Opus 39 Gallery, 25-26.
- Zantides, E. (2007). Through whose eyes do you see? *The third United Designs Biannual International Design Exhibition*. Kyunggido: Korea Ensemble of Contemporary Design KECD, 44.
- Zantides, E. (2006): 23 Alexandria Biennale for Mediterranean Countries. *Colorful Daegu International Poster Exhibition*. Daegu: Daegu Culture and Arts Center, 18.
- Zantides, E. (2004): Defeat. *Images and views of the Alternative Cinema: with the Gaze of the Other, Alain Renais, Lettrist Movement, New Algerian Cinema*. Lefkosia: Ministry of Education-Cultural Services, 55.
- Zantides, E. (2004): The Struggle. *Gender Explorations*. Lefkosia: The Mediterranean Institute of Gender Studies, 4, 22–23, 27.
- Zantides, E. (2003): The packaging of Gender. *The Languages of Gender*. Lefkosia: University of Cyprus, 9, 13.
- Zantides, E. (2000): Traps. *Millennium Fetish*. Lefkosia: Artstudio Laboratories, 24–25, 36–37.

#### **A4.4 > Conference Proceedings**

- Zantides, E. (2019). The re-design of the visual identity of Cyprus University of Technology: challenges, concepts and solution. In Zantides, E. (ed.), *Semiotics and Visual Communication III: Cultures of Branding*. (pp. 229–243). Newcastle: Cambridge Scholars Publishing.
- Zantides, E. (2019). The scent of Typography in fragrance advertising. In Kourdis, E., Papadopoulou, M. and Kostopoulou, L. (eds.), *The Fugue of the Five Senses and the Semiotics of the Shifting Sensorium/Selected Proceedings from the 11th International Conference of the Hellenic Semiotics Society*, (pp. 254–265). Thessaloniki: The Hellenic Semiotics Society.
- Andreou, S., & Zantides, E. (2019). Mailing ‘Cypriotness’: the sensorial aspect of official culture through stamps. In E. Kourdis, M. Papadopoulou, & L. Kostopoulou (Eds.), *The fugue of five senses. Semiotics of shifting sensorium. Selected proceedings from the 11th international conference of the Hellenic Semiotics Society*, (pp. 266–279). Thessaloniki: The Hellenic Semiotics Society.

- Zantides, E. (2018). Beer advertising and national identity: Drinking who we are. In Kopytowska, Monika Kopytowska and Gałkowski Artur (eds.). 2018. *Current developments in Semiotics: Texts, Genres and representations. Vol. 56.* (pp. 177–194). Berlin; New York : Peter Lang, [2018], Series: Łódź studies.
- Zantides, E. (2017). Profanity and obscenity in the vernacular literary texts of Cyprus: Vasilis Michaelides' To Palioman (The struggle)/πάλιωμαν as a mixed media installation. In Dalila Honorato and Andreas Giannakopoulos (Eds), *Taboo, Transgression, Transcendence in Art and Science. Proceedings of Interdisciplinary Conference*, (pp.46–61). Corfu: Ionian University, Department of Audio and Visual Arts.
- Papadima, A., Zantides, E. & Kourdis, E. (2017). The Seduction of the Dialect in Visual Communication: Greek-Cypriot Dialect in Print Advertisements. In Zantides, E. (ed.), *Semiotics and Visual Communication II: Culture of Seduction.* (pp. 166-181). Newcastle: Cambridge Scholars Publishing.
- Zantides, E. & Zapiti, A. (2017). Strike a pose: the semiotics of electoral images in Cyprus after state independence in 1960 until 2013. In Kristian Bankov (Editor in Chief), *New Semiotics Between Tradition and Innovation. Proceedings of the 12th World Congress of the International Association for Semiotic Studies (IASS/AIS)*, (pp.424–432). Sofia: NBU Publishing House & IASS Publications.
- Zantides, E. (2016). Αναδυόμενες ταυτότητες και εθνικότητα σ' ένα φλιτζάνι κυπριακού καφέ. In E. Deltsoy & M. Papadopoulou (Eds), *Changing Worlds & Signs of the Times/Selected Proceedings from the 10th International Conference of the Hellenic Semiotics Society*, (pp.588–599). Volos: The Hellenic Semiotics Society.
- Zantides, E. (2014). Semiotic Theories and Advertising Practices: A Lifelong Learning Programme, a Lifetime experience. *Proceedings of the 3rd Global Visual Culture Symposium-Trend & Design* (pp.20–23). Shanghai: Fine Arts College, Shanghai Normal University.
- Zantides, E. & Zapiti, A. (2014). Typography, colour and meaning in advertisements with children: a semiotic study based on content analysis. In Y. Wank & F. Luo (Eds), *Studies on Language and Culture: A Semiotic Approach. Proceedings of the 11th World Congress of the IASS/AIS*, Nanjing Normal University, Vol.2 (pp.339–347). Nanjing: HOHAI University Press
- Zantides, E. & Papadima, A. (2013). Typography as image for stereotyping and encoding gender ideologies in branding: A study on Cypriot packaging. In *Convergence and Integrated Design (Ed), 2013 Hanyang International Design Conference* (pp. 37–46). Korea: College of Design, Hanyang University Erica campus.
- Zantides, E. (2012). The de-construction of Image, text and sound in audio/visual communication: A semiotic analysis of specific cultural examples. In P. C. Cantero, G. E. Veloso, A. Passeri & J. M. P. Gago (Eds), *Proceedings of the 10th World Congress of the International Association for Semiotic Studies IASS/AIS* (pp.1435-1440). La Coruna: Universidade da Coruna, Servizo de Publicacións.
- Zantides, E. (2011). A semiotic analysis on the visual identity of children's toys for investigating encodings of ideological gender assumptions in young ages. In T. Migliore (Ed), *Retorica del visibile-strategie dell'immagine tra significazione e comunicazione* (pp. 405–414). Rome: ARACNE editrice.
- Zantides, E. (2010). Η καλλιέργεια και ανάπτυξη των Γραφικών Τεχνών στην Κύπρο-Τάσεις, προβλήματα και προοπτικές (Cultivating and developing Graphic Design in Cyprus-Trends, problems and perspectives). In A. Sophocleous (Ed), *Fine Arts in Cyprus: Contemporary trends, problems and perspectives* (pp. 228–234). Lefkosia: KY.ΣΥ.ΤΕ-IMME.

- Zantides, E. & Papadima, A., (2010). Culture of Love and Hate: A semiotic investigation on specific film scenes. In S. A. Osba, M. Asfour, M. Obaidallah, & Y. A. Rababa (Eds), *Culture of Love and Hate* (pp. 24–40). Amman: Philadelphia University.
- Pouyioutas P., Zantides E., Poveda M. & Papadema A. (2009). The University of Nicosia Student Intranet and its Interface Evaluation. In P. Isaias, B. White, & M.B. Numes (Eds), *www/Internet 2009* (pp. 429–432). Rome: IADIS press.
- Pouyioutas, P., Zantides, E., Poveda, M., Papadema, A. (2006). The InterLearning Web-Based Educational Software and the Evaluation of its User Interface-The Design Students Perspective. In L. Feng (Ed), *The 5th International Conference on Web Based Learning, ICWL 2006* (pp. 425–433). Hong Kong: Department of Computer Science, City University of Hong Kong.
- Pouyioutas P. & Zantides E. (2005). E-Learning Support for Design Courses. In D. Rowsell (Ed), *Designs on eLearning: the International Conference on Learning and Teaching in Art, Design and Communication, 2005* (Publication on CDROM-FP full paper). London: University of the Arts.
- Zantides, E. (2002). Serial thought on everyday graphic symbols. The construction of an Intertextual Visual Orchestra. In K. Mastoridis (Ed), *Proceedings 1st International Conference on Typography and Visual Communication* (pp. 417–421). Thessaloniki: University of Macedonia Press.

#### **A4.5 > PhD Supervision (Primary Advisor)**

##### **Sept 2013-October 2017**

Sonia Andreou, *Cultivating official culture through Visual Communication: stamp design in the Republic of Cyprus, perceptions of citizens and ideology*, Cyprus University of Technology, Department of Multimedia and Graphic Arts. Graduated.

#### **A4.6 > PhD Defenses (Opponent Reviewer-External Examiner)**

##### **25 November 2019**

Lyudmyla Zaporozhtseva, *Structural Units of Mass Culture mythology: A Cultural Semiotic Approach*, Supervisor: Dr. Andreas Ventsel. Opponent Reviewer at the Department of Semiotics, University of Tartu, Estonia. Pass.

#### **A4.7 > PhD Supervision (Member of the Advisory committee)**

##### **September 2019-now**

Leantros Kyriakoullis, *Cultural traits in Online Social Networks: human communication in global interactive systems*, Cyprus University of Technology, Department of Multimedia and Graphic Arts

##### **September 2011-November 2016**

Thomas Photiadis, *Virtual Well-Being: The Emotional and Behavioral Appraisal Patterns of an Immersive Experience*, Cyprus University of Technology, Department of Multimedia and Graphic Arts. Graduated.

##### **April 2016-now**

Tenia Christodoulou, *Ο τοπικός πολιτισμός στη διαφήμιση: κοινωνιοσημειωτική ανάλυση ελληνικών διαφημιστικών καταχωρήσεων στον τουριστικό περιοδικό τύπο στην αγγλική και ελληνική γλώσσα*, Aristotle University of Thessaloniki, School of French Language and Literature, Département de Langue et de Littérature Françaises

**October 2015-now**

Sevastos Christofidis, *Σημειωτική ανάλυση οπτικοακουστικών κειμένων. Σημείωση και διασημειωτικότητα σε διαφημιστικά τηλεοπτικά σποτ εταιριών κινητής τηλεφωνίας στην Ελλάδα*, Aristotle University of Thessaloniki, School of French Language and Literature, Département de Langue et de Littérature Françaises

**A4.8 > Reviewing related activities****For manuscripts in Journals:**

*Punctum. International Journal of Semiotics.*

*Visual Studies.*

*Social Semiotics.*

*Digital Age in Semiotics & Communications* (Also member of the scientific committee).

*The Romanian Journal of Political Science.*

*SAGE Open Manuscript.*

*Signs and Media.*

**For manuscript proceedings and scientific committees in Conferences:**

International Conference on *Signs of Europe* 2019, Hellenic Semiotic Society Thessaloniki, Greece (abstracts and manuscripts).

International Conference on *Semiosis in Communication: Differences and Similarities*. 2018, Bucharest, Romania (abstracts).

International Conference on *The fugue of the five Senses* 2016, Hellenic Semiotic Society Thessaloniki, Greece (abstracts and manuscripts).

International Conferences on *Semiotics and Visual Communication* 2011, 2015, 2017 & 2020, Lemesos, Cyprus (abstracts and manuscripts).

**For Academic Programs:**

*Council of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education* (DI.P.A.E.-ΔΙ.Π.Α.Ε.), Council of Ministers of the Republic of Cyprus. Invited member in Visiting Teams of experts examining Programs of Studies in the field of Fine Art, Art Media and Design expertise of the Private Institutions of Higher Education in Cyprus that are due for evaluation (2017–now).

*The Council of Educational Evaluation Accreditation* (C.E.E.A.-Σ.Ε.Κ.Α.Π.), Ministry of Education and Culture. Chair or member in Visiting Teams of experts examining a number of Programs of Studies in the field of Graphic Design expertise of the Private Institutions of Higher Education in Cyprus that are due for evaluation (2010–2015).

**For Academic Qualifications:**

*Higher Education Department of the Cyprus Ministry of Education and Culture, Cyprus*, Scientific Supervisor of Examinations for Appointment in the Public Sector in the field of Graphic Design.

*Cyprus Council for the Recognition of Higher Education Qualifications* (KY.S.A.T.S.-ΚΥ.Σ.Α.Τ.Σ.), Ministry of Education and Culture. Member in Teams for the recognition of higher education qualifications, awarded by recognized institutions of higher education or by evaluated-accredited study programmes by the competent authorities of the country they operate or offered in (2014–now).

**For Academic Rankings:**

Member of *Απέλλα*, for the election of faculty members in Greece, Hellenic Republic, Ministry of Education and Religious Affairs (κωδικός ΑΠΕΛΛΑ: 241965).

**For Academic Exams:**

Scientific Supervisor of the first entrance examinations for Graphic Arts, Examinations Service, Higher Education Department of the Cyprus Ministry of Education and Culture (November 2019).

**For Art and Design work:**

*International Cyprus Poster Triennial (CPT)*, Pre-selection jury member, July 2018.

*National Gallery Cyprus*, Ministry of Education and Culture. Reviewing and purchase of artwork from local exhibitions and shows. Sep March 2015-now, Jury member, Lemesos, Cyprus.

*UDA Annual International Design Competition 2018. Sign, Symbol*. March 2018, online Jury member. United Designs Alliance (UDA).

*Cyprus Theatre Organisation (ΘΟΚ)*, Jury member for the signage system of their new building premises, October, 2014 Lefkosia, Cyprus.

*Town Planning and Housing Department*, Jury member for the new logo of the planning board council, August, 2014 Lefkosia, Cyprus.

*ADC\*E AWARDS* (Art Directors Club Europe) Best of European Design and Advertising. Advertising and Print category, Jun 2012, Jury member, Barcelona, Spain.

*Experimental Film and Animation Festival*. Pantheon Cultural Association, Experimental film, video graph and animation categories. Jul 2006–Aug 2009, Jury member, Lefkosia, Cyprus.

*National Gallery Cyprus*, Ministry of Education and Culture. Reviewing and purchase of artwork from local exhibitions and shows. Sep 2006–Aug 2009, Jury member, Lefkosia, Cyprus.

*EBGE awards (Ελληνικά Βραβεία Γραφιστικής και Εικονογράφησης-Hellenic Awards for Graphic Design and Illustration)*. Graphic Design category, Jan 2006, Jury member, Athens, Greece.

*Biennale of Young Artists from European and Mediterranean Countries*. Ministry of Education and Culture, Cyprus. Graphic Design category, Jun 2004, Jury member, Lefkosia, Cyprus.

**A4.9 > Art & Design practice presentations**

Zantides, E. (2019). *How much more can you tolerate me?*, Poster presented at 2019 Year of Tolerance, Dubai.

Zantides, E. (2019). *Peace be with you*, Poster presented at Peace be with you, Moscow.

Zantides, E. (2019). *Run*. International Racing Culture Poster Exhibition, Wuhan Institute of Design and Sciences, China.

Zantides, E. (2019). *Kinetic Bardejov*. City of Bardejov-UNESCO heritage city, Bardejov, Slovakia.

Zantides, E. (2018). *Conversation with Comrade Lenin*. 1917-2017 International Poster Exhibition as part of 2017 the 100th anniversary of the Revolution in Russia call of Golden Bee Global Biennale of Graphic Design 2018, Bardejov, Slovakia.

Zantides, E. (2017). *21st century European flag*. Poster presented at 21 Posters on Explosion[s], Lemesos.

Zantides, E. (2017). *Conversation with Comrade Lenin*. 1917-2017 International Poster Exhibition as part of 2017 the 100th anniversary of the Revolution in Russia call of Golden Bee Global Biennale of Graphic Design 2018, Šibenik, Croatia.

Zantides, E. & Tymbiotou, I. (2016). *Nothing like health*. Installation presented at Ars Moriendi, Athens.

- Zantides, E. (2016). *Poetry night*. Poster presented at The 12th Golden Bee Global Biennale, Moscow.
- Zantides, E. (2015). *Displacements*. Poster presented at Idiosyncrasies.cy Poster Exhibition, Rialto Theatre, Lemesos.
- Zantides, E. (2015). *Are you the one who waits?* Poster presented at Culture of Seduction [the seduction of culture], Lemesos.
- Zantides, E. (2015). *Stop Fighting*. Poster presented at Design and Cartooning for Peace, Poster and Cartoons designed by Plantu Exhibition, Lemesos.
- Zantides, E. (2014). *Play a vibration in the rhythm of nature*. Poster presented at The Seventh United Designs, International Biennial Design Exhibition, Shanghai.
- Zantides, E. & Tymbiotou, I. (2014). *There is nothing like health*. Installation presented at Trauma and Therapy: Cypriot antiquity and contemporary art, Pafos.
- Zantides, E. (2014). *Poetry nights I & II*. Posters presented at The 11th Golden Bee Global Biennale, Moscow.
- Zantides, E. (2013). *T792 Tear Gas*, Poster presented at The Sixth United Designs, International Biennial Design Exhibition, St. Louis.  
 \_\_\_\_\_ with Mouzourouopoulos, T. *Water Leaks-Data Causes Prevention*.
- Zantides, E. (2012). *Europa Decapitates her Seducer with a Euro Sign*. Poster presented at The Posters of Discontent II, Michigan.
- Zantides, E. (2012). *Nostalgic Senses*. Posters presented at Santorini Biennale of Arts, Santorini.
- Zantides, E. (2011). *Genetic Interaction is a socio-ethical Process*. Poster presented at The Fifth United Designs, International Biennial Design Exhibition, Lemesos.  
 \_\_\_\_\_ (2011) *Featured Designer*. Selected personal Graphic Design work (ibid).
- Zantides, E. (2010). *Immigration*. Silkscreen Print with Letraset presented at The Fifth Rokycany Biennial in Graphic Arts, Rokycany.
- Zantides, E. (2010). *32 Posters Combating Poverty and Social Exclusion*. Poster presented at 32 Posters Combating Poverty and Social Exclusion, Lefkosia & Lemesos.
- Zantides, E. (2010). *After the Parade*. Poster presented at Golden Bee 9 Moscow International Biennale of Graphic Design, Moscow.
- Zantides, E. (2009). *Human coordinates*. Poster presented at The Fourth United Designs Biannual International Design Exhibition, California State University Northridge.
- Zantides, E. (2009). *Human coordinates*. Poster presented at 30 Posters on Migration, Athens.
- Zantides, E. (2009). *Graphic Serialism II*. Silkscreen Print presented at Nicosia–Portland Print Exhibition, Lefkosia.
- Zantides, E. (2008). *Walking: a visual interpretation of a busy metropolitan scene*. Poster presented at 27 Graphists de Europe, Paris.
- Zantides, E. (2008). *Graphic Serialism*. Silkscreen Print presented at Nicosia-Portland Print exhibition, Oregon, USA.
- Zantides, E. (2007). *Through whose eyes do you see?* Poster presented at the third United Designs Exhibition, Amman.
- Zantides, E. (2007). *Silences*. Photographs presented at Latent Reflection Exhibition, City of Lincoln.



- Zantides, E. (2006). *23 Alexandria Biennale for Mediterranean Countries*. Poster presented at Colorful Daegu International Poster Exhibition, Daegu.
- Zantides, E., Papadima, A., Kafaridou, M. and Souglides, G. (2006). *Apotiposis 2006*. Poster at International Biennial of Graphic Design Golden Bee 7, Russia.
- Zantides, E. (2004). *Rays of Conversation-Chypre/Cyprus*. Three-dimensional Lamps presented at Biennale Internationale Design 2004, Saint-Etienne.
- Zantides, E. (2004). *Alternative Themed Posters*. Poster presented at Golden Bee 6 Moscow International Biennale of Graphic Design, Moscow.
- Zantides, E. (2004). *Soldiers are finally going home...* Mixed-media installation presented at Artiade 2004-Olympics of Visual Arts, Athens.
- Zantides, E. (2004). *Itta/Defeat*. Video-Art presented at Images of the Alternative Cinema: With the Gaze of the Other, Alain Renais, Lettrist Movement and the New Algerian Cinema, Lefkosia.
- Zantides, E. (2004). *The Struggle*. Mixed media installation presented at Gender Explorations, Lefkosia.
- Zantides, E. (2004). *The packaging of Gender*. Mixed media presented at The Languages of Gender, Lefkosia.
- Zantides, E. (2002). *Graphic Fine Art Lamps-Chypre/Cyprus*. Three-dimensional Lamps presented at Biennale Internationale Design 2002, Saint-Etienne.
- Zantides, E. (2001). *7 T-shirts for 7 humans*. Painted t-shirts for the International T-shirt in Art 2001, Athens.
- Zantides, E. (2000). *Serial Memory*. Animation-art presented at Art, Technology and Civilisation, Lefkosia.
- Zantides, E. (2000). *Traps*. Mixed media installation presented at Millenium Fetich, Lefkosia.
- Zantides, E. (1999). *Between the flags*. Flags installation presented at Parikia Istion, Samos, Xanthi, Thessaloniki, Lemesos.
- Zantides, E. (1999). *Autre Semeion-Other semeion*. Posters presented at the Biennale of young artists from European Countries and Countries from the Mediterranean, Rome.

#### **A4.10 > Conference Presentations and workshops delivered**

*(Conference participations without a presentation are not listed)*

- Zantides, E. (2019). *Semiotics and Visual Hierarchy in Graphic Communication*. Workshop conducted at American University in the Emirates, Dubai.
- Zantides, E. (2019). *Good-morning Europe! The semiotics of advertising to welcome Europe to the Republic of Cyprus in May 2004*. Paper presented at XII International Conference on Semiotics, Thessaloniki.
- Zantides, E. (2018). *Semiotics, Visual Metaphor and Advertising Design*. Workshop conducted at Dubai Design Week, Dubai.
- (2018). *The In/Visible Hand: The Visual Semiotics of Conspiracy*, Chair: Isabel Marcos, Roundtable Participants: Andreas Ventsel, Evripides Zantides, Isabel Marcos, Mari-Liis Madisson, Massimo Leone, Simona Stano. Conference on Comparative Analysis of Conspiracy Theories in Europe, COMPACT-COST Program, Dubrovnik.

- Zantides, E. (2018). *The In/Visible Hand: The Visual Semiotics of Conspiracy-Intertextuality, Typography, and Graphic Design in the Service of Conspiracy Theories*. Paper presented at the Conference on Comparative Analysis of Conspiracy Theories in Europe, COMPACT-COST Program, Oosterbeek.
- Zantides, E. (2018). *Differences, similarities and changes of national identity signs in print advertisements*. Paper presented at second edition of the International Conference Semiosis in Communication: Differences and Similarities, Bucharest.
- Zantides, E. (2017). *Interrelations and multi-semiosis of national identity and cultural meanings in print advertisements of Cyprus airways: our destination is us*. Paper presented at 13th World Congress of Semiotics, Kaunas.
- Zantides, E. (2017). *Banal nationalism in the visual discourse of print advertisements in Cyprus*. Paper presented at 35th International Visual Sociology Conference, Montreal.
- Zantides, E. (2017). *Logo taboos: redesigning the visual identity of the Cyprus University of Technology*. Paper presented at Interdisciplinary Conference Taboo-Transgression-Transcendence in Art & Science, Corfu.
- Papadima, A. & Zantides, E. (2017). *The typographic rendering of the local dialect in Cyprus: visualising ideology in a diversified nation*. Paper presented at Typoday 2017, Colombo.
- Zantides, E. (2016). *The scent of Typography and the semiotics of aroma in fragrance advertising*. Paper presented at XI International Conference on Semiotics, Thessaloniki.
- Zantides, E. (2016). *Visual metaphors in Communication: Intertextual semiosis and déjà vu in advertising*. Paper presented at first edition of the International Conference Semiosis in Communication: Knowing and Learning, Bucharest.
- Zantides, E. (2016). *Profanity and obscenity in the vernacular literary texts of Cyprus: Vasilis Michaelides' To Palioman (The struggle)/πάλιωμαν as a mixed media installation*. Paper presented at the 10th Audiovisual Arts Festival, Corfu.
- Zantides, E. (2015). *Exploring the mythical qualities of letterforms through semiotics and content analysis*. Paper presented at Face Forward International Typographic Conference, Dublin.
- Papadima, A., Zantides, E. & Kourdis, E. (2015). *The Seduction of the Dialect in Visual Communication: Greek Cypriot Dialect in Print Advertisements*. Paper presented at 2nd International Conference on Semiotics and Visual Communication: the seduction of culture-culture of seduction, Lemesos.
- Zantides, E. (2015). *Looking inwards, designing outwards: National identity and print advertisements of Cypriot Tourism Organization*. Paper presented at International Visual Sociology Association IVSA 2015 Annual Conference, Tinos.
- Zantides, E. (2015). *Beer advertising and National Identity: Drinking who we are*. Paper presented at International Semiotic Conference, Sign-Thought-Word-Work, Semiotica 2015, Łódź.
- Zantides, E. (2015). *Cyprus, crossroads of civilizations and conspiracy theories where East meets the West during the European crisis*. Paper presented at International Conference Conspiracy Theories in the Current European Crisis: Argumentation Strategies, Cognitive Concepts, Stereotype Formation and Pictorial Rhetoric, Potsdam.
- Zantides, E. & Zapiti, A. (2014). *Strike a pose: Semiotics of electoral images in Cyprus after state independence in 1960 until 2013*. Paper presented at 12th World Congress of Semiotics, Sofia.

- Zantides, E. (2013). *Rising identities and nationalism in a cup of Cypriot coffee*. Paper presented at the 'Changing worlds & Signs of the times' conference, Hellenic Semiotic Society and University of Thessaly, Volos.
- Zantides, E. & Zapiti, A. (2012). *Typography, colour and meaning in advertisements with children: a semiotic study based on content analysis*. Paper presented at 11th World Congress of Semiotics, Nanjing.
- Zantides, E. (2012). *Dilemmas between image and text: eye-tracker and opening titles in films*. Paper presented at 10th Congress of the International Association of Visual Semiotics AISV-IAVS 2012, Buenos Aires.
- Zantides, E., Papadima, A. and Photiades, T. (2012). *The use of eye-tracker technology to evaluate gender perception differences/biases on typeface design and characteristics*. Paper presented at Variations of a typographer, Birmingham.
- Zantides, E., Papadima, A. and Photiades, T. (2012). *The use of eye-tracker technology to evaluate typefaces, Greek fonts and publication design for screen*. Paper presented at Typography Day conference, Bombay.
- Zantides, E. & Zapiti, A. (2011). *Children's Representation in Advertising: A Content Analytic Look*. Paper presented at 1st International Conference on Semiotics and Visual Communication: from theory to practice, Lemesos.
- Zantides, E. (2011). *Iconicity and the role of Typography on the visual interpretation of verbal signs*. Paper presented at Eighth International Symposium on Iconicity in Language and Literature, Växjö.
- Ζαντίδης, Ε. & Παπαδήμα, Α. (2010). *Η ιδιωματική (vernacular) τυπογραφία στη Κύπρο*. Άρθρο στο συνέδριο Το Καθημερινό, Ελληνική Σημειωτική Εταιρία, Λευκωσία. (transl.:Zantides, E. & Papadima, A. (2010). *Vernacular typography in Cyprus*. Paper presented at The Everyday Conference, Hellenic Semiotic Society, Lefkosia).
- Zantides, E. & Papadima, A. (2010). *Typography as a tool for stereotyping and encoding connotative significations on the literal meaning of words*. Paper presented at ATypI 2010 conference, Dublin.
- Zantides, E. & Papadima, A. (2010). *Lending Grace to Time: Visualization of duration*. Paper presented at the 4th International Conference on Typography and Visual Communication ICTVC, Lefkosia.)
- Zantides, E. & Papadima, A. (2010). *The importance of typography in graphic communication for public documents*. Paper presented at Culture of Communication and Communication of Culture conference, Amman.
- Zantides, E. (2010). *A semiotic analysis on the visual identity of children's toys for investigating encodings of ideological gender assumptions in young ages*. Paper presented at Rhetoric of the Visible-Strategies of the Image between Signification and Communication, IX Conference of the International Association for Visual Semiotics, Venice.
- Zantides, E. (2009). *The de-construction of Image, text and sound in audio/visual communication: A semiotic analysis of specific cultural examples*. Paper presented at 10th World Congress of Semiotics, A Coruna.
- Zantides E., & Papadima A. (2008). *Culture of Love and Hate: A semiotic investigation on specific film scenes*. Paper presented at Culture of Love and Hate conference, Amman.

- Zantides, E. (2008) *Η καλλιέργεια και ανάπτυξη των Γραφικών Τεχνών στην Κύπρο-Τάσεις, προβλήματα και προοπτικές*. Άρθρο στο συνέδριο Εικαστικές Τέχνες στην Κύπρο: Σύγχρονες τάσεις, προβλήματα και προοπτικές, Λευκωσία.  
transl.: Zantides, E. (2008). *Cultivating and developing Graphic Design in Cyprus-Trends, problems and perspectives*. Paper presented at the Fine Arts in Cyprus: Contemporary trends, problems and perspectives, Lefkosia).
- Zantides, E. (2007). *From Verbal to Graphic: The role of Semiotics in Visualizing Language*. Paper presented at From Verbal to Graphic: The 3rd International Conference on Typography and Visual Communication, Thessaloniki.
- Pouyioutas, P., Zantides, E., Poveda, M. and Papadima, A. (2006). *Redesigning the User Interface of the InterLearning Software: Graphic Design Meets Computer Science*. Paper presented at 10th International Conference on Information Visualisation IV06, London.
- Zantides, E. (2006). *Cyprus and Graphic Communication-From the Vernacular to the Design Agency*. Paper presented at Symposiodesign Amman, Amman.
- Pouyioutas, P. & Zantides E. (2005). *E-Learning Support for Design Courses*. Paper presented at International Conference on Teaching and Learning with Technology in Art, Design and Communication, London.
- Zantides, E. (2005). *Type, Inter-type and meaning*. Paper presented at Typographic Beirut 2005 International Conference, Lebanon.
- Zantides, E. (2004). *The use of type in Fine Art: How interpretation of the text defines perceptual stance*. Paper presented at Communication & New Technologies, the 2nd International Conference on Typography and Visual Communication, Thessaloniki.
- Zantides, E. (2003). *When does the Reader become the Writer?* Paper presented at Between text & reader The 2003 ATypl Conference, Vancouver.
- Zantides, E. (2002). *Intertextuality and its influence on optico-acoustical languages: why is this happening?* Paper presented at The Shape of Language, Rome.
- Zantides, E. (2002). *Serial thought on everyday graphic symbols. The construction of an Intertextual Visual Orchestra*. Paper presented at the 1st International Conference on Typography and Visual Communication, Thessaloniki.

#### **A4.11 > Involvement with European Programs and EU Funding**

(2016–now) CA COST Action CA15101-Comparative Analysis of Conspiracy Theories (COMPACT), Management Committee Member, Contribution: *Intertextuality, Typography, and Graphic Design in the Service of Conspiracy Theories*.  
[www.conspiracytheories.eu](http://www.conspiracytheories.eu)

(2014) Coordinator, ERASMUS Intensive Programme: *Semiotic theories and Advertising Practices*. STAP-IP, 08—20 June 2014 / Cyprus University of Technology  
<http://theseas.com.cy/semiotics-erasmus.com/> or <https://goo.gl/ZbeXt3>

#### **A4.12 > Conference, Seminar, Lecture and Workshop Organisation**

(2019). Member of the scientific committee of the *11th International Conference on Semiotics* organized by the Hellenic Semiotic Society.

- (2018). Typo-Graphic Days 3, Lectures and Workshop in collaboration with the Graphic and Illustrators Association in Cyprus, 22-23 September 2018, Cyprus University of Technology (Oded Ezer).
- (2018). Member of the scientific committee, SVC Research Lab partner of the *2nd International Conference Semiosis in Communication: Differences and Similarities*, June 14-16, 2018, Bucharest, Romania.
- (2017). Founder and Chair of organizing and scientific committee, *3rd International Conference on Semiotics and Visual Communication ICSVC*, a conference organized by the Cyprus Semiotics Association and the Department of Multimedia and Graphic Arts at Cyprus University of Technology, November 3-5, 2017, Lemesos, Cyprus.
- (2017). Typo-Graphic Days 2, Lectures and Workshop, 25-26 November 2017, Cyprus University of Technology (Ioannis Fetanis).
- (2016). Typo-Graphic Days 1, Lectures and Workshop, 22-23 October 2017, Cyprus University of Technology (Filip Blazek).
- (2015). Founder and Chair of organizing and scientific committee, *2nd International Conference on Semiotics and Visual Communication ICSVC*, a conference organized by the Department of Multimedia and Graphic Arts at Cyprus University of Technology, 2-4 October, 2015, Lemesos, Cyprus.
- (2015). Member of the scientific committee of the 2<sup>nd</sup> International Conference in Creative Writing, Corfu, October 2015.
- (2013). Member of the scientific committee of the *10th International Conference on Semiotics* organized by the Hellenic Semiotic Society.
- (2013). *Ideology, Culture and Civilization under crisis: Social and Semiotic aspects* Lecture by Dr. Nikos Fotopoulos, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2013). *Image Nuclear News and Advertising Story: A Multimodal Semiotics Approach* by George Damaskinidis, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2013). *When Typography meets Art* by Leoni Vidali, (co-organization), School of Fine and Applied Arts and Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2013). *Theo-Mass Lexileictous#Post-digitalism* by Theo Mass, Lecture, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2012). *Inter-iconicity as inter-semiotic translation in a globalised world* by Dr. Evangelos Kourdis in collaboration with Lia Yioka, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2012). *Semiotic aspects in Advertising: The case of Vegetarianism* by Dr. Anastasia Christodoulou & Mara Tsoumari, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2012). *Semiotic Strategy for Brand Innovation* by Marian St Laurent, Semiotics and Visual Communication Lab, Lecture and Workshop, Cyprus University of Technology.
- (2011). Founder and Chair of organizing and scientific committee, *1st International Conference on Semiotics and Visual Communication ICSVC*, a conference organized by the Department of Multimedia and Graphic Arts at Cyprus University of Technology, 25-27 November 2011, Lemesos, Cyprus.

- (2011). *Translate a Different Advertising Slogan. Semiotic Remarks to Multilanguage Campaign of Louis Vuitton* by Dr. Evangelos Kourdis, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2011). *Experimental Book Cover Design* by Paris Koutsikos, Workshop, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2011). *The Metaphor Formula in Visual Communication* by Prof. Jon Ashman, Lecture and Workshop, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2010). Member of the Organizing Committee, *1st International Conference of Photography and Theory ICPT*—a conference organized by the Department of Multimedia and Graphic Arts at Cyprus University of Technology.
- (2010). *Poster Design in Greece*, by, Demetris Karaiskos, Lecture and Workshop, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2010). *Art's Contribution to the Promotion of National Ideology. Semiotic Systems in Synergy in Greek Lithographies of the Balkan Wars 1912–1913* by Dr. Evangelos Kourdis, Semiotics and Visual Communication Lab, Cyprus University of Technology.
- (2007). Co-chair, *2nd Panorama of Visual Communication* in Cyprus, University of Nicosia, +design and ZapTeam.
- (2006). Co-chair, *1st Panorama of Visual Communication* in Cyprus, University of Nicosia, +design and ZapTeam.
- (2006). *Apotiposis lectures series on Graphic Communication and Architecture*, Design Department, Intercollege, Lefkosia.
- (2005). *Design Matters-II*, Co-organizer of the 2nd Designers' Association Seminars, Design Department, Intercollege, Lefkosia.

#### **A4.13 > Art and Design Exhibition Organisation**

- (2019). Founder and member of the organising committee of the First International Cyprus Poster Triennial (CPT), a nonprofit institution that aims to promote and disseminate knowledge and creativity in the field of graphic design by focusing on the poster. The aspiration of the Triennial is to establish a graphic design event in the Mediterranean at a place that, on one hand, can function as a bridge between East and West, and on the other, bring together designers from all over the world with a variety of perspectives to meet and celebrate the wondrous power of the graphic poster. Further information can be found at [www.cpt.com.cy](http://www.cpt.com.cy).
- (2017). Curator, poster exhibition themed *explosion[s]: the global logo*, as part of the *3rd International Conference on Semiotics and Visual Communication ICSVC*, organized by Cyprus Semiotics Association and the Department of Multimedia and Graphic Arts at Cyprus University of Technology. Accompanied by an exhibition catalogue publication designed internally.
- (2015). Curator, poster exhibition themed *Seduction* at *2nd International Conference on Semiotics and Visual Communication ICSVC*, organized by Cyprus Semiotics Association and the Department of Multimedia and Graphic Arts at Cyprus University of Technology. Accompanied by an exhibition catalogue publication designed internally.

- (2015). Curator, *18 Posters-Design for Peace*. Poster exhibition organized in collaboration with Alliance Française-Design and Cartooning for Peace, Poster and Cartoons designed by Plantu, at Cyprus University of Technology. Accompanied by an exhibition catalogue publication designed internally.
- (2014). Co-curator, *The Discovery of Writing-From Aleph to Alpha and 11 contemporary artists encounter 9 ancient scripts* that was held in Cyprus in May 2014 in collaboration with Evagoras Lanitis Centre at Carob mill, Limassol.
- (2011). Director, *Fifth United Designs-an International Biennial Design Exhibition* that was held in Cyprus in July 2011 in collaboration with Korea Ensemble of Contemporary Design KECD at 50-1 Gallery.
- (2010). Curator, *32 Posters Combating Poverty and Social Exclusion*—an exhibition organized by Culture in Action and the Department of Multimedia and Graphic Arts at Cyprus University of Technology, Pafos Gate, Lefkosia. Accompanied by an exhibition catalogue publication designed internally.
- (1999). Solo exhibition, *Inter-Medium* at Argo Gallery, Lefkosia, Cyprus. During the exhibition, the Ministry of Education and Culture-Cultural Services have purchased a poster work from the show titled *Δεν ξεχνώ* transl.: *I don't forget* for the National Gallery.

#### **A4.14 > Presence in Public Mass Media**

##### ***Interviews and discussions***

- Karnis, L. (2018, December 18<sup>th</sup>). *Cyprus Poster Triennial: Evripides Zantides on the event that's ready to rock the Mediterranean*. Typeroom-Glorifying Eclectic Typography (<http://www.typeroom.eu/article/cyprus-poster-triennial-evripides-zantides-event-s-ready-rock-mediterranean>)
- Maleni, M. (2018, March 23<sup>rd</sup>). Panel member discussion for *The Art of Poster* at Art-Café program of Cyprus Broadcasting Cooperation.
- Hekkers, M. (2017, March 31<sup>st</sup>). *CUT's upgraded visual identity-Interview with Evripides Zantides*. The Cyprus Weekly, p. 30.
- Karra, M. A. (2015, October 11<sup>th</sup>). *Συνέντευξη στην Αγγελική Μιχαλοπούλου-Καρρά*. Ευριπίδης Ζαντίδης, Το Design στη σύγχρονη κυπριακή πραγματικότητα (transl.: Design in the contemporary Cypriot context). Πολίτης-Γραφιστορίες, σ. 8/46.
- Stavrinou, T. (2014, July 17<sup>th</sup>). *Πρόσωπο-Συνέντευξη στην Τώνια Σταυρινού*. Ευριπίδης Ζαντίδης, Βρίσκεται στους φιναλίστ της Μπιενάλε Γραφιστικής Golden Bee της Μόσχας (transl.: Evripides Zantides in the finalist of Moscow's Graphic Design Biennial Golden Bee). Ο Φιλελεύθερος-Εφτά Μέρες Πολιτισμός, σ. 3.
- Hekkers, M. (2014, July 19<sup>th</sup>). *Placing local graphic design in the world map-Interview with Melissa Hekkers*. The Cyprus Weekly, p.28-29.
- Hekkers, M. (2013, July 1). *The signs of the times-Interview with Evripides Zantides*. The Cyprus Daily, p. 6.
- Stavrinou, T. (2013, May 7). *Η Γραφιστική παράγει Πολιτισμό* (transl.: *Graphic Design cultivates culture*)-Interview with Evripides Zantides. Ο Φιλελεύθερος, p. 19.

Pieridou, O. (2011, November 23). *Πρώτο Συνέδριο Σημειωτικής και Οπτικής Επικοινωνίας* (transl.: *First International Conference on Semiotics and Visual Communication*) Interview with Evripides Zantides. Periplous-Cyprus Broadcasting Corporation Radio, 22+00.

Μπαρπα, E. (2011, November 20). *Η σημασία της Σημειολογίας* (transl.: *The importance of Semiology*)-Interview with Evripides Zantides. Ο Φιλελεύθερος, p. 48.

Tsiamanta, X. (2011, July). *United Designs-Interview with Evripides Zantides*. Time Out Cyprus, p. 128.

Μπαρπα, E. (2011, May 22). *Μια Μπιενάλε για το Design στην Κύπρο* (transl.: *A Design Biennale in Cyprus*)-Interview with Evripides Zantides. Ο Φιλελεύθερος, p. 48.

Koumidi, L. (2009, July 22). *30 αφίσες για τη μετανάστευση* (transl.: *30 Posters on Migration*) Interview with Evripides Zantides. Radio Astra, 18+30.

Pampalli, D. (2008, October 12). *Οπτική επικοινωνία και κουλτούρα* (transl.: *Culture and Visual Communication*)-Interview with Evripides Zantides. Η Σημερινή, p. 92.

*Νέα Οπτική Ταυτότητα για το Τεχνολογικό Πανεπιστήμιο Κύπρου* (transl.: *A new Visual Identity for Cyprus University of Technology*) Άρθρο, Ζαντίδης E. (2017, 21 Μαρτίου) παιδείαnews.

*Δείξτε λίγο Τυπογραφικό έλεος!* (transl.: *Show some Typographic mercy!*) (2016, 12 Ιουλίου). Ο Φιλελεύθερος, σσ. 15, Άρθρο, Ζαντίδης E.

*500 Words*. Ο Πολίτης-Το Παράθυρο, p. 2/38 Zantides, E. (2011, November 20).

#### **Newspapers with reference to personal work**

(2014, July 11). *Αν. Καθηγητής του ΤΕΠΑΚ ανάμεσα στους κορυφαίους γραφίστες του κόσμου*. (transl.: *CUT Associate Professor among the leading graphic designers of the world*). Ο Φιλελεύθερος, p. xx, <https://bit.ly/2Ldhbdy>.

Savvinides, G. (2013, September 17). *Απλό αλλά πολυδύναμο*. (transl.: *Simple but multidimensional*). Ο Φιλελεύθερος, p. 24.

Polidorou, A. (1999, October 17). *Δια-Μέσου των Μ.Μ.Ε.* (transl.: *Inter-Mass Medium*). Ο Πολίτης-Το Παράθυρο, p. 2.

Mouretou, S. (1999, July 25). *Καινούργια μηνύματα μέσα από γραφικά σύμβολα* (transl.: *New messages using graphic symbols*). Η Σημερινή-Πολιτιστικά Θέματα, p. 28.

Mouretou, S. (1999, July 19). *Δεκαήμερο καλλιτεχνικής δημιουργίας στην «Παροικία Ιστίων»* (transl.: *Ten creative artistic days «Parikia Istion»*). Η Σημερινή-Πολιτιστικά Θέματα, p. 29.

(1999, June 19). *Η νέα γενιά των δημιουργών* (transl.: *The new generation of creatives*). Ο Πολίτης-Το Παράθυρο, pp. 18–19.

Hughes, G. (1999, June 11–17). *Cream of Cyprus showing overseas*. The Cyprus Weekly, p. 7.

Lanitis, G. (1997, January 17–23). *Banking Credits*. The Cyprus Weekly-Lifestyle, p. 2.

#### **Magazines**

Zantides, E. (2006, November-December). *Πανόραμα Οπτικής επικοινωνίας στην Κύπρο* (transl.: *Panorama of Visual Communication in Cyprus*). +design, 49, 86–88.

Zantides, E. (2006, July-August). *Μίγμα πολιτισμών και Οπτική επικοινωνία* (transl.: *Multiculturalism and Visual Communication*). +design, 47, 44–48.



Zantides, E. (2001, summer). *Εικονομηνύματα: Η Διακειμενικότητα στην εικόνα* (transl.: Intertextuality in images). *MustDECO*, 5, 94–96.

**Magazines with reference to personal work**

Hatzidimitriou, C. (2017, July). *Έκρηξη στη Λεμεσό!* (transl.: *Explosion at Lemesos!*). *Φιλgood*, 148, 19–21.

(2009, September-October). *Το Graphic Design για τη μετανάστευση* (transl.: *Graphic Design on migration*). *+design*, 66, 77–82.

(2008, September-October). *27 Graphistes pour l'Europe*. *+design*, 60, 34–37.

Tsiamanta, X. (2008, May). *Περπατώντας στην Ευρώπη*. (transl.: *Walking in Europe*). *Time-Out*, 79, 136.

Panayiotou, M. (2005, May). *Μάντεψε τι* (transl.: *Guess what*). *Συνθέσεις*, 114, 34.

Savidou, K. (2005, March). *Ακτίνες Διαλόγου* (transl.: *Rays of Conversation*). *MustDECO*, 22, 52.

Papadopoulos, M. (2003, July). *Το ατελιέ μου* (transl.: *My art studio*). *Το Περιοδικό*, 897, 100–101.

Koureas, S. (2002, December). *Σημειολογίας έργα* (transl.: *Semiotic work*). *Συνθέσεις*, 91, 30.

**| A5 | DESIGN CONSULTANCIES**

Oct 1996–now: Through freelance work as well as through the Semiotic and Visual Communication Research Lab at Cyprus University of Technology, semiotic consultancy and design practice has been regularly provided to various commercial and social clients including among others:

*Cyprus University of Technology*  
*Hellenic Semiotics Society*  
*Cyprus Theatre Organization*  
*The Water Board of Lemesos*  
*Ministry of Education and Culture, Cyprus*  
*Ministry of Internal Affairs, Cyprus*  
*Ministry of Health, Cyprus*  
*Theatro Ena, Cyprus*  
*University of Nicosia*  
*Cyprus Gender Equality Observatory (CGEO)*  
*Pantheon Cultural Association, Cyprus*  
*Erotokritos-Fashion Designer, Paris*  
*Gnomi FCB, Cyprus*  
*Action Publications, Cyprus*  
*New CyTech, Cyprus*  
*Logotypo (Appios Communications), Cyprus*

*CARDET and the Industrial and Training Unit of the University of Nicosia*  
*(Designer & Consultant of Graphic Design Lyceum Level courses formed into e-learning environments)*