

DEREE COLLEGE SYLLABUS FOR: **GD 3313 TYPOGRAPHY I**

(Fall 2021)

**UK LEVEL 5**  
**UK CREDITS: 15**  
**US CREDITS: 3/1/3**

**PREREQUISITES:**

CS 1070 Introduction to Information Systems  
 ITC/GD 2110 Digital Tools for Graphic Design and Production  
 GD 2203 Graphic Design I

**CATALOG DESCRIPTION:**

Typography and its principles. The course focuses on the application of Typography as an expressive medium within contemporary Graphic Design practice.

**RATIONALE:**

Typography is one of the fundamental elements of visual communication. The purpose of this course is to familiarize students with the history and theory of typography and facilitate their understanding of type and its relation to communication. The course covers different areas of typography such as: classification, terminology, and properties of the typefaces, as well as the application of typography on print or screen environments.

**LEARNING OUTCOMES:**

- As a result of taking this course the student should be able to:
1. Apply accurately the terminology related to typography.
  2. Classify typefaces according to their category/style.
  3. Compose a typographic layout in a consistent and accurate way, creating a clear hierarchy of information with the use of scale, color, and different typefaces.
  4. Create and analyze typographic compositions that are appropriate to their context.

**METHOD OF TEACHING AND LEARNING:**

- In congruence with the teaching and learning strategy of the college, the following tools are used:
- Classes consist of lectures, demonstrations, and problem solving sessions, applied typographic projects, class critiques and discussions.
  - Visits to companies and/or production sites.
  - Attendance of lectures/workshops by professionals offered on campus and/or in companies.
  - Studios: students are encouraged to use studio facilities for the completion of their works.
  - Media labs: students use media labs for the completion of projects and portfolios.
  - Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material.
  - Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources.

**ASSESSMENT:**

<b>Summative:</b>	
First assessment: In-class examination	40%
Final assessment: Submission of portfolio	60%
<b>Formative:</b>	
Multiple formative projects	0
<p>The formative exercises aim to prepare students for the assessments.                      The first assessment tests Learning Outcomes 1, 2.                      The final assessment tests Learning Outcomes 3, 4.                      Students are required to resit failed assessments in this module.</p>	

**INDICATIVE READING:**

**REQUIRED READING:**  
 Bringhurst, Robert. *The Elements of Typographic Style*. Hartley & Marks Publishers, 2008.

**RECOMMENDED READING:**  
 Baines, Philip and Andrew Haslam. *Type and Typography*. Lawrence King, 2002.  
 Bosshard, Hans Rudolf and Andrew Bluhm. *The Typographic Grid*, Niggli, 2000.  
 Coles, Stephen. *The Anatomy of Type*. Harper Design, 2012.

	<p>De Jong, C.; Purvis, A. <i>Type: A Visual History of Typefaces and Graphic Styles 1628-1900</i>. Taschen, 2009.</p> <p>Friedl, Friedrich. <i>Typography: When Who How</i>. Konemann, 1998.</p> <p>Hustwit, Gary. <i>Helvetica</i> (DVD) Plexi Film UK, 2006.</p> <p>McNeil, Paul. <i>The Visual History of Type: A visual survey of 320 typefaces</i>. Laurence King Publishing, 2017</p> <p>Middendorp, Jan. <i>Shaping Text</i>. BIS Publishers, 2012.</p> <p>Müller-Brockmann, Josef. <i>Grid systems in graphic design: A visual communication manual for graphic designers, typographers and three dimensional designers</i>. Niggli Editions, 1996.</p> <p>Ruder, Emil. <i>Typography, A Manual of Design</i>. Niggli, 2009</p> <p>Sinclair, M.; Brook, T.; Klat, C.; Shaughnessy, A. <i>Type Only</i>. Unit Editions, London, 2013.</p> <p>Spencer, Herbert. <i>Pioneers of Modern Typography</i>. The MIT Press, Cambridge, MA, 2004; 1969.</p> <p>Spiekermann, Erik. <i>Stop Stealing Sheep and Find Out How Type Works</i>. Pearson Education, 2003.</p> <p>Tschichold, Jan. <i>The New Typography</i>. Berkeley: University of California, 1995.</p>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>REQUIRED MATERIAL:</b> Computer with design software (Indesign, Illustrator)</p> <p><b>RECOMMENDED MATERIAL:</b></p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>Ability to use appropriate terminology when presenting work in front of an audience</p>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>Adobe Indesign, Adobe Illustrator</p>
<p><b>WWW RESOURCES:</b></p>	<p><a href="http://www.ilovetypography.com">www.ilovetypography.com</a>  <a href="http://www.incredibletypes.com">www.incredibletypes.com</a>  <a href="http://www.typedia.com">www.typedia.com</a>  <a href="https://www.atypi.org">https://www.atypi.org</a></p>
<p><b>INDICATIVE CONTENT:</b></p>	<ol style="list-style-type: none"> <li>1. History of Typography.</li> <li>2. Terminology.</li> <li>3. Anatomy of a character.</li> <li>4. Typefaces. Different categories.</li> <li>5. Kerning, spacing, leading.</li> <li>6. Hierarchy.</li> <li>7. Creative layout and legibility.</li> <li>8. Type in communication.</li> <li>9. Print vs screen.</li> </ol>