UK LEVEL 6
UK CREDITS: 15
US CREDITS: 3/1/3

(Fall 2021)

PREREQUISITES:	CS 1070 Introduction to Information Systems ITC/GD 2110 Digital Tools for Graphic Design and Production GD 2203 Graphic Design I GD 2003 Research-Concept-Design GD 3412 Graphic Design II GD 3313 Typography I
CATALOG DESCRIPTION:	Further exploration of typography and its role in the communication process. Exploration of typographic solutions in different contexts. Experimental and custom-made typography.
RATIONALE:	Building on the knowledge gained in Typography I, this course takes a closer look at the different applications of type according to their context; how type is used to help reading in long texts in books and how a custom-made or experimental typeface can give personality to a publication, a brand or a campaign. Students will further their knowledge in the field of typography and design their own typeface
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Create advanced typographic compositions that deal with long texts. 2. Build creative concepts through the use of typography. 3. Determine in which context an unconventional approach to typography would benefit the project. 4. Demonstrate understanding of the type design process.
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:	**Summative:**	
	First assessment: Submission of project (book design)	50%
	Final assessment: Submission of final project (type design)	50%
	Formative:	
	In-class test: Submission of project	0
	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.	

INDICATIVE READING:	**REQUIRED READING:** ed. Klanten, Robert; Ehmann, Sven; Bolhofer, Kitty. _Turning Pages: Editorial Design for PrintMedia_. Gestalten, 2010 Cheng, Karen. _Designing Type_. Yale University Press, 2020. **RECOMMENDED READING:** _Vanderlans, Rudy, Zuzana Licko, Mary E. Gray, and Jeffery Keedy. Emigre: Graphic Design into the Digital Realm. Van Nostrand Reinhold, 1993._ _Ezer, Oded. The Typographer's Guide to the Galaxy. Die Gestalten Verlag, 2009._ _Fennell, John (ed). Designer's Guide to Typography. Oxford: Phaidon, 1991_

	Gerstner, Karl. <u>Karl Gerstner: Designing Programmes: Programme as Typeface, Typography, Picture, Method</u>. Lars Müller, 2019. *Hendel, Richard. <u>On Book Design</u>. New Haven and London: Yale University Press, 1998.* *Kinross, Robin. <u>Modern Typography: An Essay in Critical History</u>. Hyphen Press, 2004.* *Lupton, Ellen. <u>Thinking with Type</u>. Princeton Architectural Press, 2004.* *Roberts, Lucienne, and Julia Thrift. The Designer and the Grid. Rotovision, 2002.* *Triggs, Teal. <u>Radical Type Design</u>. Collins, 2005.* *Unger, Gerard. <u>While you're Reading</u>. Mark Batty Publisher, 2007.*
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL:** Computer with design software **RECOMMENDED MATERIAL:**
COMMUNICATION REQUIREMENTS:	Ability to use appropriate terminology when discussing typography
SOFTWARE REQUIREMENTS:	Adobe InDesign, Adobe Illustrator
WWW RESOURCES:	www.tdc.org www.atypi.org
INDICATIVE CONTENT:	1. The use of type in long texts. 2. Typography in book design. 3. Experimental typography. 4. Considerations in designing a typeface. 5. Responsive and variable type. 6. Designing a typeface for headlines.