



**UNIVERSITI TEKNOLOGI MARA**

**ADE520: TYPOGRAPHY AND PAGE COMPOSITION**

<b>Course Name (English)</b>	TYPOGRAPHY AND PAGE COMPOSITION <b>APPROVED</b>
<b>Course Code</b>	ADE520
<b>MQF Credit</b>	3
<b>Course Description</b>	This course facilitates students in learning and using types expressively so that it is both an image and a powerful message communicator. It begins with the basic elements of the typeface. Levels of complexity are gradually (variable type, weight, styles, sizes, color and other elements, including illustrations). Historical and contemporary examples of "page" designs (as in posters, flyers, advertisements, brochures, labels, etc) are analyzed according to their content, message, function, and audience. Students will make criticism about their formal qualities of composition, proportion, contrast, and color as they relate to the overall concepts of visual and semantic effectiveness.
<b>Transferable Skills</b>	Skill in using types expressively so that it is both an image and a powerful message communicator.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Studio, Field Trip, Practical Classes, Tutorial, Self-directed Learning, Computer Aided Learning
<b>CLO</b>	<p>CLO1 Explain types and characteristics of typefaces, its history and methods of construction.</p> <p>CLO2 Produce their own "page design" which are aesthetically pleasant in composition, articulation and concept</p> <p>CLO3 Demonstrate communication skills in criticism session using typography vocabulary</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<p><b>1. Introduction of typography</b></p> <p>1.1) Function of Type</p> <p>1.2) Type as an image</p> <p>1.3) Manipulating Feelings and Reactions</p> <p>1.4) Type as communication</p> <p>1.5) Type concept in design</p>	
<p><b>2. History of typography</b></p> <p>2.1) Understand the origin of typography:</p> <p>2.2) • Pictograph</p> <p>2.3) • Cuneiform</p> <p>2.4) • Hieroglyphics</p> <p>2.5) • Roman</p>	
<p><b>3. Families of typography anatomy of typography</b></p> <p>3.1) Understand the typefaces families:</p> <p>3.2) • Black Letter/ text Letter</p> <p>3.3) • Roman Serif</p> <p>3.4) • Square Serif</p> <p>3.5) • Bracketed Serif</p> <p>3.6) • San Serif</p> <p>3.7) • Script and Cursive</p> <p>3.8) Miscellaneous or novelty</p> <p>3.9)</p> <p>3.10) Understand on:</p> <p>3.11) • Apex and Vertex</p> <p>3.12) • X- Height</p> <p>3.13) • Roman and Italic</p>	

- 3.14) • Arm and Leg
- 3.15) • Bowl, Counter and Crotch
- 3.16) • Cross Bar and Cross Strokes
- 3.17) • Ascender and Descender
- 3.18) • Ear and Spur
- 3.19) • Hairline and Stem
- 3.20) • Loop, Link and tail
- 3.21) • Eye, Spine and Shoulder
- 3.22) • Swashes and Flag
- 3.23) • Beak and Barb
- 3.24) • Terminal
- 3.25) Point Size in Typefaces

#### **4. Elemental rules of typography**

- 4.1) Understand on:
- 4.2) • Type Measurement
- 4.3) • Point
- 4.4) • Pica
- 4.5) • Em and En
- 4.6)
- 4.7) • Leading
- 4.8) • Kerning
- 4.9) • Letter Spacing
- 4.10) • Word Spacing
- 4.11) \* Line Spacing

#### **5. Typography composition readability and legibility**

- 5.1) Understand on:
- 5.2) • Type Composition
- 5.3) • Flush left
- 5.4) • Flush right
- 5.5) • Justified
- 5.6) • Centred
- 5.7) • Contour
- 5.8) • Run- around
- 5.9) • Shaped
- 5.10) • Asymmetric
- 5.11) • Vertical type
- 5.12) • Inclined type
- 5.13) Readability and Legibility

#### **6. Creative typography**

- 6.1) Understand on:
- 6.2) • Layout Arrangement
- 6.3) • Newsletter Design
- 6.4) • Function of Newsletter
- 6.5) • Guideline and Specification for Newsletter
- 6.6) • Producing Newsletter
- 6.7) • Magazine Design
- 6.8) • Factor of Producing
- 6.9) • Magazine
- 6.10) • Brochure Design
- 6.11) • Consistent Format
- 6.12) • Folding a Brochure

#### **7. Introduction to page composition**

- 7.1) Understand all the elements of a page:
- 7.2) • Page Size
- 7.3) • Grid Layout
- 7.4) • Columns
- 7.5) • White Space
- 7.6) • Gutter
- 7.7) • Margins
- 7.8) • Focal Point
- 7.9) • Path

#### **8. The elements and manipulating text**

- 8.1) Understand on:
- 8.2) • Image Arrangement
- 8.3) • A Good Image
- 8.4) • Balance in Producing a Mood
- 8.5) • Symmetry
- 8.6) • Asymmetry

**9. Adding Special Effects**

- 9.1) Understand on:
- 9.2) • Adjusting Spacing for Text
- 9.3) • Line Spacing
- 9.4) • Word and Letter
- 9.5) • Spacing
- 9.6) • Character Spacing
- 9.7) • Hyphenation
- 9.8) • Nonbreaking Spaces
- 9.9) • Adding Special Design Effects
- 9.10) • Enlarging an initial Capital
- 9.11) • Creating Drop Cap
- 9.12) • Pull Quotes
- 9.13) • Paragraph Rules

**10. Designing effective Publication**

- 10.1) Understand on:
- 10.2) • Design Consideration
- 10.3) • Design Guidelines
- 10.4) • Tools for Effective Design
- 10.5) • White Space
- 10.6) • Type Style
- 10.7) • Reverses
- 10.8) • Color
- 10.9) • Bleeds
- 10.10) • Drop Shadows
- 10.11) • Photo Cropping

**11. Type through graft**

- 11.1) Understand on:
- 11.2) • Image Arrangement
- 11.3) • A Good Image
- 11.4) • Balance in Producing a Mood
- 11.5) • Symmetry
- 11.6) • Asymmetry

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Project 3 & Project 4	40%	CLO3
	Individual Project	Project 1 & Project 2 (Oral/Written Presentation)	30%	CLO2
	Portfolio/Log Book	E-Portfolio and MOOC	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Kate Clain,Lynthia Basic - Snyder 2005, <i>A Typography Workbook a primer to history,te</i>, 2 Ed., United States Wiley</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Elizabeth Desnick 2003, <i>Design for Communication Conceptual Graphic D</i>, United States: Wiley</li> <li>Craig,James,Susan Meyer.E.(ed) 1999, <i>Designing With types;A basic course in Typogr</i>, Watson-Guptil Publication</li> <li>David Dabner 2003, <i>Designing and Layout :Understanding and Using</i>, Singapore:Page One Publishing Ltd</li> <li>Rob Carter,Ben Day and Phillip Meggs 2002, <i>Typography Design:form and communication</i>, 3 Ed., New Jersey:John Wiley &amp; Sons,Inc</li> <li>Graham Devis 2001, <i>Quick Solution to great Layout</i>, Ohio:How Design Book</li> <li>Lauere,Davis.A.and Pentak,Stephan 2000, <i>Desing Basic</i>, Harcourt Brace College publication</li> <li>Lise Graham 2005, <i>Basic of Design Layout &amp; Typogrphy for beginn</i>, Newyork : Thomson Dulman Learning</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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