



UNIVERSITI TEKNOLOGI MARA

ADE412: TYPOGRAPHY FOR PUBLISHING

Course Name (English)	TYPOGRAPHY FOR PUBLISHING APPROVED
Course Code	ADE412
MQF Credit	3
Course Description	This course is aimed to give basic understanding of the art of using typeface and history of printing that leads to modern day typography and layout design knowledge. In the end of the assessment, students will be able to use and organize type to effectively communicate design ideas.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges.
Teaching Methodologies	Lectures, Studio, Tutorial, Discussion, Presentation, Self-directed Learning, Supervision, Project-based Learning
CLO	<p>CLO1 Explains the purpose of typography in graphic design layout by successfully combine type and visuals for efficient visual communication</p> <p>CLO2 Describe history of printing that leads to modern typography and type design</p> <p>CLO3 Explains substantial knowledge on designing successful layout with the knowledge of typography</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. History of Typography & Type Design/Project Brief</p> <p>1.1) Typography Design & Type Design</p> <p>1.2) History of type design.</p> <p>1.3) Masters of Type</p> <p>1.4) The Early History of Printing that Leads to Modern Typography</p>	
<p>2. History of Typography & Type Design</p> <p>2.1) Typography Design & Type Design</p> <p>2.2) History of type design.</p> <p>2.3) Masters of Type</p> <p>2.4) The Early History of Printing that Leads to Modern Typography</p>	
<p>3. Typeface</p> <p>3.1) Typeface family</p> <p>3.2) Font</p> <p>3.3) Typographic Measurement</p> <p>3.4) Type Classification</p> <p>3.5) Classical</p> <p>3.6) Traditional</p> <p>3.7) Transitional</p> <p>3.8) Modern</p>	
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<p>5. Typeface 5.1) Font 5.2) Typographic Measurement 5.3) Type Classification 5.4) Classical 5.5) Traditional 5.6) Transitional 5.7) Modern</p>
<p>6. Type & Visual Expression 6.1) Principles of design & type 6.2) Anatomy of letterform 6.3) Type design</p>
<p>7. Type & Visual Expression 7.1) Principles of design & type 7.2) Anatomy of letterform 7.3) Type design</p>
<p>8. Assessment 1 8.1) Submission of first project and presentation</p>
<p>9. Layout & Common Layout Design Mistakes 9.1) Emphasis 9.2) Unity 9.3) Balance 9.4) Format 9.5) Grid 9.6) Gallery of mistakes 9.7) Message, audience & format</p>
<p>10. Layout & Common Layout Design Mistakes 10.1) Emphasis 10.2) Unity 10.3) Balance 10.4) Format 10.5) Grid 10.6) Gallery of mistakes 10.7) Message, audience & format</p>
<p>11. Commercial Printing 11.1) Introduction to commercial printing 11.2) Color 11.3) Paper selection 11.4) Personal Printer 11.5) Digital printer</p>
<p>12. Commercial Printing 12.1) Introduction to commercial printing 12.2) Color 12.3) Paper selection 12.4) Personal Printer 12.5) Digital printer</p>
<p>13. Electronic Publishing @ Portable Document Format 13.1) Portable document format 13.2) Acrobat</p>
<p>14. Assessment 2 14.1) Submission of second project</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Typography Poster	20%	CLO1
	Assignment	Movie Poster	20%	CLO1
	Assignment	Pamphlet /Brochure Design	20%	CLO2
	Final Project	Typography in Infographic Poster	40%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Neil Macmillan 2006, <i>An A-Z of Type Designers</i>, Laurence King Publishing [ISBN: 1856693953] • Sean Morrison 1986, <i>A Guide to Type Design</i>, Prentice Hal [ISBN: 0133713296] • Will Hil 2005, <i>The Complete Typographer</i>, Prentice Hall [ISBN: 0131344455] • Bill Gray 1998, <i>Tips on Type</i>, Sterling Publishing Company [ISBN: 0393730069]

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