



UNIVERSITI TEKNOLOGI MARA

GDG442: TYPOGRAPHIC DESIGN AND IMPRESSION

Course Name (English)	TYPOGRAPHIC DESIGN AND IMPRESSION APPROVED
Course Code	GDG442
MQF Credit	3
Course Description	The course introduces to students the characteristic of a alphabet and also aims for expressive typography and to pick a product that matches the style of lettering.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Tutorial, Discussion, Presentation, Directed Self-learning , Computer Aided Learning, Supervision
CLO	CLO1 Discover the fundamental knowledge towards typography design CLO2 Initiate the knowledge of typefaces as a interpretive and expressive approach in print based media. CLO3 Construct the typefaces design as a visual element in Visual Communication.
Pre-Requisite Courses	No course recommendations
Topics	
1. General briefing about the subject 1.1) Chronology of Typography (Western and Asia)	
2. Assignment 1 2.1) Creating the research proposal of designing typefaces (Photo shoot for visual audit)	
3. Short History of Type 3.1) Five Historic Families of Type	
4. Assignment 2 4.1) Creating letters (print and digital)	
5. Fundamental of Creating Typefaces 5.1) The Meaning of Typography 5.2) Matching Type with Message 5.3) Design with type	
6. Assignment 3 6.1) Creating the anatomy (Transforming typefaces: Based on typefaces that already are being design)	
7. The Typographic Grid 7.1) Consideration when Choosing a Font 7.2) Type Personalities 7.3) The Grid Structure 7.4) Type Setting 7.5) Designing Grid for Typesetting 7.6) Typography in Publication	
8. Assignment 4 8.1) Designing Print or Digital Publication (Promotion items for typefaces design) - Using 'InDesign' Software	
9. Creative Uses of Type 9.1) Using Type Creatively 9.2) Expressive Type 9.3) Kinetic Typography	
10. Type In A Digital Environment 10.1) Integrated Type into Image or Image into Type	

11. Designing Type 11.1) Texture Type
12. Expressing The Unspoken 12.1) Type as Illustration
13. Typography in Practice 13.1) Generated Font using 'Fontographer', Illustrator or Photoshop Software
14. Final Assessment 14.1) Final Assessment and installation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Creating the research proposal of designing typefaces (Photo shoot for visual audit) Creating letters	30%	CLO1
	Assignment	Creating the anatomy (Transforming typefaces: Based on typefaces that already are being design) Creating the catalogue (Promotion items for typefaces design)	30%	CLO2
	Final Project	Final Presentation/ Installation (Designing typefaces)	40%	CLO3

Reading List	This Course does not have any book resources
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Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> • Books Denise Gonzales Crisp 2012, <i>Graphic Design in Context</i>, Thames & Hudson, High Holborn, London • Books Robert Bringhurst 1992, <i>The Element of Typography Design</i>, Canada • Books David Sacks 2010, <i>Alphabets (A Miscellany of Letters)</i>, Black Dog Publishing, London • Books 2013 <i>Basic Type, Page One</i> • Books Josef Müller-Brockmann 2001, <i>Grid Systems in Graphic Design : A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers</i> • Books Ellen Lupton 2010, <i>Thinking with Type</i>, PRINCETON ARCHITECTURAL PRESS • Books Alston W. Purvis , Philip B. Meggs 2016, <i>Meggs' History of Graphic Design</i>, John Wiley & Sons Inc • Books Emil Ruder 2008, <i>Typography : A Manual of Design</i>, Niggli Verlag
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