



UNIVERSITI TEKNOLOGI MARA

GDT112: TYPOGRAPHY

<b>Course Name (English)</b>	TYPOGRAPHY <b>APPROVED</b>
<b>Course Code</b>	GDT112
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will develop an understanding of the important role of typography in design and examine basic typography as a composition tool; It is architecture of type from the single letterform to an entire page layout.
<b>Transferable Skills</b>	typeface design and,communication,skill
<b>Teaching Methodologies</b>	Lectures, Studio, Demonstrations, Discussion, Presentation
<b>CLO</b>	<p>CLO1 Recognizing basic knowledge and function of typography as a tool of visual communication.</p> <p>CLO2 Discuss the history of typography as a source of inspiration in developing type design.</p> <p>CLO3 Practise creating experimental typography design by implementing basic typography knowledge.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Lesson 01 (Week 1) Introduction to Typography</b> 1.1) Definition of typograph 1.2) The functions of typography to visual communication	
<b>2. Lesson 02 (Week 2) History &amp; Evolution of Typography</b> 2.1) From Pictogram, Ideogram, Phonogram to Roman typeface	
<b>3. Lesson 02 (Week 3) History &amp; Evolution of Typography</b> 3.1) From Guttenberg Printing Machine to The Digital Type Design	
<b>4. Lesson 03 (Week 4) Introduction to Calligraphy</b> 4.1) From Western calligraphy, Chinese calligraphy to Islamic calligraphy	
<b>5. Lesson 03 (Week 5) Introduction to Calligraphy</b> 5.1) Type of Paper, Pen and techniques	
<b>6. Lesson 04 (Week 6) Anatomy and Classification of Type</b> 6.1) From an anatomy of typeface (serif, bracket, apex etc) to the classification of type (old style, modern, san-serif etc)	
<b>7. Lesson 04 (Week 7) Anatomy and Classification of Type</b> 7.1) Typography measurement system (point size, leading, kerning etc)	
<b>8. Lesson 05 (Week 8) Introduction to Desktop Publishing</b> 8.1) Elements of Typography (typeface, word, line, column, margin) 8.2) Typesetting composition (typographic space, visual hierarchy, ABA format, grid system)	
<b>9. Lesson 05 (Week 9) Introduction to Desktop Publishing</b> 9.1) Assessment	
<b>10. Lesson 05 (Week 10) Introduction to Desktop Publishing</b> 10.1) Quiz	
<b>11. Lesson 06 (Week 11) Readability and Legibility</b> 11.1) Obey the rules of typesetting (leading & kerning, white-space, emphasis, alignment) & symbols.	
<b>12. Lesson 06 (Week 12) Readability and Legibility</b> 12.1) Obey the rules of typesetting (leading & kerning, white-space, emphasis, alignment) & symbols.	

**13. Lesson 06 (Week 13) Readability and Legibility**

13.1) Obey the rules of typesetting (leading & kerning, white-space, emphasis, alignment) & symbols.

**14. Lesson 06 (Week 14) Readability and Legibility**

14.1) Final Assessment

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Project 1 : Typography Journal	20%	CLO1
	Assignment	Project 2: Typo Specimen Poster	30%	CLO2
	Assignment	Project 3: Typo Experimental & Invention	40%	CLO3
	Quiz	Fundamental Typeface	10%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> <li>• Azahar Harun 2006, <i>Asas Tipografi &amp; Reka Letak Taip</i>, Upena Shah Alam</li> <li>• Philip Brady 1988, <i>Using Type Right</i>, Adobe Press Ohio</li> <li>• Rob Carter 1997, <i>Experimental Typography</i>, Rotovision New York</li> <li>• Maggie Gordon &amp; Engine Dodd 1990, <i>How to Create and Use Decorative Type</i>, Quarto Publishing Ohio</li> <li>• Spiekermann, Erik &amp; Ginger, E.M 2003, <i>Stop Stealing Sheep &amp; Find Out How Type Works</i>, Adobe Press Berkeley</li> <li>• Will Hill, <i>The Complete Typographer</i>, Third Ed., London [ISBN: 9780500288948]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	