



UNIVERSITI TEKNOLOGI MARA

EAD211: TYPOGRAPHY

Course Name (English)	TYPOGRAPHY APPROVED
Course Code	EAD211
MQF Credit	1
Course Description	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.
Transferable Skills	Typeface Knowledge & Communication Design
Teaching Methodologies	Lectures, Studio, Demonstrations, Discussion, Presentation
CLO	CLO1 Define basic typography as a tool of visual communication. CLO2 Observe typography as an important design element in producing design works. CLO3 Express creativity using basic typography design in developing design ideas and concept.
Pre-Requisite Courses	No course recommendations
Topics	
1. Lesson 01 (Week 1) Introduction to Typography 1.1) Definition of typography 1.2) The functions of typography to visual communication	
2. Lesson 02 (Week 2) History & Evolution of Typography 2.1) From Pictogram, Ideogram, Phonogram to Roman typeface	
3. Lesson 02 (Week 3) History & Evolution of Typography 3.1) From Guttenberg Printing Machine to The Digital Type Design	
4. Lesson 03 (Week 4) Introduction to Calligraphy 4.1) From Western calligraphy, Chinese calligraphy to Islamic calligraphy	
5. Lesson 03 (Week 5) Introduction to Calligraphy 5.1) Type of Paper, Pen and techniques	
6. Lesson 04 (Week 6) Anatomy and Classification of Type 6.1) From an anatomy of typeface (serif, bracket, apex etc) to the classification of type (old style, modern, san-serif etc)	
7. Lesson 04 (Week 7) Anatomy and Classification of Type 7.1) Typeface & font attributes, Family type (type style) 7.2) Typography measurement system (point size, leading, kerning etc)	
8. Lesson 05 (Week 8) Introduction to Desktop Publishing 8.1) Elements of Typography (typeface, word, line, column, margin)	
9. Lesson 05 (Week 9) Introduction to Desktop Publishing 9.1) Typesetting composition (typographic space, visual hierarchy, ABA format, grid system)	
10. Lesson 05 (Week 10) Introduction to Desktop Publishing 10.1) Typesetting composition (typographic space, visual hierarchy, ABA format, grid system)	
11. Lesson 06 (Week 11) Readability and Legibility 11.1) Obey the rules of typesetting (leading & kerning, white-space, emphasis, alignment) & symbols.	
12. Lesson 06 (Week 12) Readability and Legibility 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	Evolution of Typeface	30%	CLO1
	Final Project	Letterpress	40%	CLO3
	Practical	Found Typography	30%	CLO2

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Azahar Harun 2006, <i>Asas Tipografi & Reka Letak Taip</i>, Upena Shah Alam • Philip Brady 1988, <i>Using Type Right</i>, Adobe Press Ohio • Rob Carter 1997, <i>Experimental Typography</i>, Rotovision New York • Gordon, Maggie & Dodd, Engine 1990, <i>How to Create and Use Decorative Type</i>, Quarto Publishing Ohio • Will Hill 2010, <i>The Complete Typographer</i>, Third Ed., Quarto Publishing London [ISBN: 9780500288948] • Spiekermann, Erik & Ginger, E.M 2003, <i>Stop Stealing Sheep & Find Out How Type Works</i>, Adobe Press Berkeley
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	