UNIVERSITI TEKNOLOGI MARA

EAD411: TYPOGRAPHY

Course Name (English)	TYPOGRAPHY APPROVED
Course Code	EAD411

MQF Credit	2

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, Case Study, Tutorial, Presentation

CLO		
	CLO1	Explain the purpose of graphic design by successfully combine type and visuals for efficient visual communication.
	CLO2	Design successful layout with the knowledge of typography.
	CLO3	Demonstrate creative typographic artwork.

Pre-Requisite Courses	No course recommendations

Topics
1. History of Typography & Type Design/Project Brief 1.1) Typography Design & Type Design 1.2) History of type design. 1.3) Masters of Type 1.4) The Early History of Printing that Leads to Modern Typography
2. History of Typography & Type Design 2.1) Typography Design & Type Design 2.2) History of type design. 2.3) Masters of Type 2.4) The Early History of Printing that Leads to Modern Typography
3. Assessment 1 3.1) Submission of first project and presentation
4. Typeface 4.1) Typeface family 4.2) Font 4.3) Typographic Measurement 4.4) Type Classification 4.5) Classical 4.6) Traditional 4.7) Transitional 4.8) Modern
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7. Type & Visual Expression
7.1) Principles of design & type
7.2) Anatomy of letterform
7.3) Type design

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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

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

11. Assessment 2
11.1) Submission of second project

12. Commercial Printing
12.1) Introduction to commercial printing
12.2) Color
12.3) Paper selection
12.4) Personal Printer
12.5) Digital printer

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13.2) Color
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14. Electronic Publishing @ Portable Document Format
14.1) Portable document format
14.2) Acrobat

15. Assessment 3
15.1) Submission of final project and presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Creating simple sentences in the new layout using the Hieroglyphics by successfully combine type and visuals for efficient visual communication.	30%	CLO1
	Final Project	Demonstrate creative typographic artwork using typography approach and mix media technique.	40%	CLO3
	Individual Project	Designing successful creative layout using typeface character.	30%	CLO2

Reading List	Recommended Text	Jason Tselentis,Allan Haley,Richard Poulin,Tony Seddon,Gerry Leonidas,Ina Saltz,Kathryn Henderson,Tyler Alterman 2012, *Typography, Referenced: A Comprehensive Visual Guide to the Language, History, and Practice of Typography,* Rockport Publishers [ISBN: 1610582055]
		Paul Harris,Gavin Ambrose 2017, *Typography*, Bloomsbury Publishing [ISBN: 1474225284]
	Reference Book Resources	Alan Kitching 2015, *Alan Kitching's A-Z of Letterpress*, Laurence King Publishing [ISBN: 1780674813]
		Sofie Beier 2017, *Type Tricks: Your Personal Guide to Type Design*, Bis Publishers [ISBN: 906369458X]
		Denise Bosler 2012, *Mastering Type: The Essential Guide to Typography for Print and Web Design*, HOW Books [ISBN: 1440313695]
		Tony Seddon 2016, *Essential Type: An Illustrated Guide to Understanding and Using Fonts*, Yale University Press [ISBN: 0300222378]
		Ellen Lupton 2014, *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*, Chronicle Books [ISBN: 1616893508]
		Simon Garfield 2012, *Just My Type*, Gotham Books [ISBN: 1592407463]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	