## UNIVERSITI TEKNOLOGI MARA

**GDG452: TYPOGRAPHIC DESIGN**

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| **Course Name (English)** | TYPOGRAPHIC DESIGN `APPROVED` |
| **Course Code** | GDG452 |

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| **MQF Credit** | 2 |

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| **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. Importantly to understanding the characteristics and terminology related to typography and to be able to combine and mix typefaces together. To be able to understand the differences between typefaces. |

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| **Transferable Skills** | Demonstrate the ability to dream, imagine and visualize.<br><br>Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. |

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| **Teaching Methodologies** | Lectures, Demonstrations, Practical Classes, Tutorial, Discussion, Presentation, Directed Self-learning , Computer Aided Learning, Supervision |

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| **CLO** | CLO1  Discover the fundamental knowledge towards typography design<br>CLO2  Initiate the knowledge of typefaces as a interpretive and expressive approach in print based media.<br>CLO3  Construct the typefaces design as a visual element in Visual Communication. |

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| **Pre-Requisite Courses** | No course recommendations |

| **Topics** |
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| **1. General briefing about the subject**<br>1.1) Chronology of Typography (Western and Asia) |
| **2. Assignment 1**<br>2.1) Creating the research proposal of designing typefaces (Photo shoot for visual audit) |
| **3. Short History of Type**<br>3.1) Five Historic Families of Type |
| **4. Assignment 2**<br>4.1) Creating letters |
| **5. Fundamental of Creating Typefaces**<br>5.1) The Meaning of Typography<br>5.2) Matching Type with Message |
| **6. Assignment 3**<br>6.1) Creating the anatomy (Transforming typefaces: Based on typefaces that already are being design) |
| **7. The Typographic Grid**<br>7.1) Consideration when Choosing a Font<br>7.2) Type Personalities<br>7.3) The Grid Structure |
| **8. Assignment 4**<br>8.1) Creating the catalogue (Promotion items for typefaces design) |
| **9. Creative Uses of Type**<br>9.1) Using Type Creatively<br>9.2) Expressive Type |
| **10. Type In A Digital Environment**<br>10.1) Integrated Type into Image or Image into Type |

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| **11. Designing Type**<br>11.1) Texture Type |
| **12. Expressing The Unspoken**<br>12.1) Type as Illustration |
| **13. Typography in Practice**<br>13.1) Generated Font using 'Fontographer' Software |
| **14. Final Assessment**<br>14.1) Final Assessment and installation |

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Assignment | Assignment 1 | 30% | CLO1 |
| | Assignment | Assignment 2 | 30% | CLO2 |
| | Assignment | Final Presentation | 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 |
| Other References | This Course does not have any other resources |