



UNIVERSITI TEKNOLOGI MARA

GDG543: TYPE IN PUBLICATION

Course Name (English)	TYPE IN PUBLICATION APPROVED
Course Code	GDG543
MQF Credit	3
Course Description	This course let students explores the use of type in various publications, It focuses on visual communication in mediating the reception of information. The students will explores a range of publication forms, considering the traditions of publication design but also their modification through experimentation. The types of projects explored include large text based publications such as books, large type documents, annual reports, newsletters and posters.
Transferable Skills	-Creative and Innovative -Reflective Learner
Teaching Methodologies	Lectures, Studio, Tutorial, Presentation
CLO	CLO1 Further explains the purpose of graphic design by successfully combine digital type and visuals for efficient graphic design/typography application CLO2 To explore the nature of typography, media and publications, their traditions and forms, especially the range of grid systems possible in publication design. CLO3 To develop a sophisticated knowledge of text setting and usage in publications. CLO4 To apply advanced design skills and graphic techniques to a complex project.
Pre-Requisite Courses	No course recommendations
Topics	
1. Digital Typography 1.1) Digital typography 1.2) Digital type design 1.3) Masters of modern type design 1.4) Computers aided design	
2. Digital Tyography 2.1) n/a	
3. Desktop Publishing 3.1) Key technologies 3.2) In-house publishing 3.3) Personal computer & LaserWriter printer 3.4) Layout design Software 3.5) Laser printer & Postscript technology	
4. Desktop Publishing 4.1) n/a	
5. Desktop Publishing 5.1) n/a	
6. Computer Type & Typesetting 6.1) PostScript font 6.2) City Named font 6.3) Opentype font 6.4) Typesetting	
7. Assessment 1 7.1) n/a	

8. Computer Type & Typesetting 8.1) n/a
9. Common Typesetting Errors 9.1) Pool of errors
10. Common Typesetting Errors 10.1) n/a
11. Pre-Press Process 11.1) What happens after design process 11.2) Film & plates 11.3) Masking process
12. Pre-Press Process 12.1) n/a
13. Mass Printing Processes 13.1) Offset Printing 13.2) Lithograph Printing 13.3) Rotogravure Printing
14. Assessment 2 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	60%	CLO1 , CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> Sean Morrison 1986, <i>A Guide to Type Design</i>, Prentice Hall New Jersey [ISBN: 9780133713299]
	Reference Book Resources	<ul style="list-style-type: none"> Kimberly Elam 2011, <i>Geometry of Design, Revised and Updated</i>, 2 Ed., Princeton Architectural Press [ISBN: 9781616890360] Ellen Lupton 1999, <i>Design Writing Research</i>, Phaidon Press London [ISBN: 9780714838519] Victor Margolin 1989, <i>Design Discourse: History, Theory, Criticism</i>, 1 Ed., University of Chicago Press [ISBN: 9780226505145] Gunnar Swanson 2000, <i>Graphic Design & Reading</i>, Skyhorse Publishing Inc. [ISBN: 9781581150636] Alex W. White 2011, <i>The Elements of Graphic Design</i>, Skyhorse Publishing Inc. [ISBN: 9781581157628] Bill Gray, Scott Wills 1998, <i>Tips on Type</i>, Sterling Publishing Company [ISBN: 9780393730067] Michael Leary, Dan Hale, Andrew DeVigal 1997, <i>Web Designer's Guide to Typography</i>, Hayden Books [ISBN: 9781568303376] Robin Williams 1995, <i>How to Boss Your Fonts Around</i>, 2 Ed., Peachpit Press Print Publishing Guide, Adobe Press [ISBN: 9780201696400]

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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