

COURSE CONTENT

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| Course Code | DV2000 |
| Course Title | Typography I |
| Pre-requisites | NIL |
| No of AUs | 3 |
| Contact Hours | 39 |

Course Aims

This course introduces to you the theory and practice of using type as a tool for communication, visualization and presentation within the context of a single page design. Emphasis is placed on the acquisition of type classification knowledge and the various principles of layout such as space, balance, hierarchy, grid structure and text treatment. Through lectures, assignments and in-class critiques, you will learn to develop practical applications of typography and demonstrate type as a tool for visual communication. This learning will form the foundation for further studies in Typography 2.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify the various type classifications and analyse their contextual usage
2. Identify and discuss principles of typographic layout required to create effective communication
3. Demonstrate the principles of typographic layout to communicate intended messages on a selected medium/format.
4. Present, discuss and evaluate the effectiveness of typographic compositions that support the written text's message.
5. Critique your own and your peers' typographic solutions in a clear and constructive manner utilising a broad vocabulary of typography.

Course Content

History of printing and type classification

Brief introduction of the origin of western print history
Analysis of type classifications from Blackletter onwards

Principles of layout (in context of single page)

An exploration of understanding space, balance, hierarchy, grid structure in layout design
An exploration of text treatment, (scale, font use, paragraphs, kern, track, lead.
An overview of basic "type crimes"