

COURSE CONTENT

Course Code	DV2004
Course Title	Typography II
Pre-requisites	DV2000
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this intermediate level course, you will apply your typographic skills to the design of a complex, content-rich multiple page format. You will learn how to apply typography solutions to visually communicate complex information into multiple formats to convey a coordinated narrative. This learning complements other courses in visual communication and is essential for progress to advanced levels.

Intended Learning Outcomes (ILO)

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

1. Identify and discuss typographic techniques used to organize information.
2. Employ typographic techniques to organize and present information in ways that enhance communication and understanding.
3. Develop a flexible typographic system that can be applied across media formats while maintaining clarity and integrity in communication.
4. Present, discuss and evaluate how typographic strategies enhances effectiveness of complex communication.
5. Contribute to discussion and critiques of how typographic solutions offer unique solutions to issues of complex information communication.

Course Content

Typography Design II provides the opportunity to develop effective and innovative typographic practice, an indispensable foundation for other visual communication courses. You will examine the essential function that typography plays and develop the necessary skills and techniques to use typography in the support of effective visual communication.

Through lectures, in-class demonstrations, discussions, comprehensive projects and critiques, you will develop and apply principles of typography such as typographic identification, composition, layout, form, hierarchy, application to multi-page layout, and the enhancement of meaning and content.

Assignments are focused on applying and exploring the application of typography adhering to aesthetic and theoretical principles. The assignments allow you to focus on meaning, style and functionality as equal collaborators in effective typographic communication. Projects are intermediate to advanced in level and develop your existing skills in a systematic way throughout the semester. Essential components of this course include research, conceptual development, verbal articulation of visual solutions, production, and visual, verbal and written presentation. Typography Design II also includes the consideration of multiple languages and cultures,