

COURSE CONTENT

Course Code	DV3011
Course Title	Typography III
Pre-requisites	DV2004 Typography II
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this advanced level course, you will test the limits of typography through experimentation and personal expression. You will be exploring alternative and unconventional methods of creating typography and challenge what typography is and could be. This course helps you to develop skills and knowledge for the creation of original type design solutions, which you can expand your skills in further study or professional setting.

Intended Learning Outcomes (ILO)

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

1. Identify and discuss techniques and experimental approaches to typography
2. Demonstrate techniques required for letter construction and type installation
3. Apply skills and knowledge to develop type prototypes and unconventional 2D, 3D and 4D type applications
4. Present, discuss and evaluate typography approaches and glyph relationships in a clear and relevant way
5. Critique ideas and techniques employed in your own typographic work and in the work of your peers in a constructive manner

Course Content

Introduction

The course begins with discussion on various concepts of unconventional typographic projects, typeface design and related technology and software.

Typographic installation

A discussion on various concepts and types of typographic installation. This includes a review of alternative and unconventional methods of creating typography, analytical case studies of existing physical, digital and interactive typographic installation, the use of technology and unique materials, as well as principles and strategies for the design of typographic installation and spaces.

The designing of typeface and script

Historical survey of the development of the typeface and script. Exploration of character structure and basic stroke designs, and discussion of various modes of reading, aesthetics and typographic systems, as well as tailor-made typefaces for different communications needs. A review of typographic variables, typesetting conventions, and linguistic and aesthetic issues.

Basic technical skills

Introduction to font applications such as fontLab Studio, font editors and/or converters.

Class assignments

Two creative projects, which aims to provide students with professional knowledge and practical experience for designing typographic installations and crafting a font prototype. Classes might include lectures, tutorials, class exercises and peer/instructor feedback sessions.