

## COURSE CONTENT

<b>Course Code</b>	DV2000
<b>Course Title</b>	Typography I
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	3
<b>Contact Hours</b>	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"

### **Assessment (includes both continuous and summative assessment)**

<b>Component</b>	<b>ILO Tested</b>	<b>Programme LO</b>	<b>Weighting</b>	<b>Team/ Individual</b>
<b>Continuous assessment 1:</b>	1,4		20	Group

Type classification				
<b>Continuous assessment 2:</b> Exploration of layout principles	2, 3, 4		30	Individual
<b>Final project:</b> Applications of type classification and layout principles	1,2,3,4		30	Individual
<b>Participation</b>	5		20	Individual
Total			100%	

### Reading and References

1. Ambrose, Gavin, and Paul Harris. *The fundamentals of typography*. Ava Publishing, 2006.
2. Ambrose, Gavin, and Paul Harris. *Typography*, AVA Publishing. 2017
3. Elam, Kimberly. *Grid systems: principles of organizing type*. Chronicle Books, 2014.
4. Elam, Kimberly. *Typographic Systems of Design*. Princeton Architectural Press, 2007.
5. Lupton, Ellen. *Thinking with type*. Critical Guide for Designers, Writers, Editors & Students (2004). <http://thinkingwithtype.com/>

### Course Policies and Student Responsibilities

#### (1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. Students are expected to take responsibility to follow up with assignments and course related announcements. Students are expected to participate in all project critiques, class discussions and activities.

#### (2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign in to the attendance register.

#### (3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

### Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core

of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

### Planned Weekly Schedule\*

\*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

#### 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)

#### Understanding "type crimes"

An overview of the basics of type crimes (widows & orphans, ragged lines etc..)

Week	Topic	ILO	Readings/ Activities
1- 4	Introduction to the history of printing. Introduction and overview of the establishment and development of type classification.  Exercises and tasks focusing on letterform and type design awareness and classification.	1,4,5	Lectures, in-class exercises and group presentations
5-7	Introduction to principles of layout.  Overview and tasks related to typographic and page visual composition – visual balance, weight, gestalt, tension, mass, "white" space, typographic hierarchy, written hierarchy.  Using composition and layout to affect meaning.	2,3,4,5	Lectures, in-class exercises and group critiques
8-13	Applications of type classification and	1,2,3,4,5	In-class workshop, project

	<p>principles of layout.</p> <p>Design and production of a type specimen outcome(s).</p>		<p>consultation, and group critiques</p>
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