

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,

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team Individual
Project 1: HIERARCHY PROJECT: A typographic hierarchy that expresses an organizational system for content.	1,2,4	--	25	Individual
Project 2: CREATIVE LAYOUT DESIGN: Grid-based design with type, image, typographic texture, and the distribution of content across multiple pages.	1,3,4		25	Individual
Project 3: BEYOND TYPOGRAPHY: Design considerations particular design inspiration to Typography art.	1,2,3,4		30	Individual
Continuous Assessment: Participation	5	--	20	Individual
Total			100%	

Reading and References

1. Bringhurst, Robert. *The elements of typographic style*. Point Roberts, WA: Hartley & Marks, 2004.
2. Samara, Timothy. *Making and Breaking the Grid, Updated and Expanded: A Graphic Design Layout Workshop*. Quarry Books Editions, 2017.
3. Lupton, Ellen. "Thinking with type." *Critical Guide for Designers, Writers, Editors & Students* (2004).
4. Vignelli, Massimo. *The Vignelli Canon*. Design 2009

Course Policies and Student Responsibilities

(1) General

Students 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

Students 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.

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, and 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.

Week	Topic	Course LO	Readings/ Activities
1-2	Introduction - Text & Grid Brief <ul style="list-style-type: none">- Demonstrate command of design strategies to manage complex layout content.	1,2,3,4,5	Homework- A5 and A4 Text & Grid in Class Exercise Reading - <ul style="list-style-type: none">- The Vignelli Canon – Massimo Vignelli- Bringhurst, Robert. <i>The elements of typographic style</i>. Point Roberts, WA: Hartley & Marks, 2004.
3-5	HIERARCHY PROJECT: Brief <ul style="list-style-type: none">- Show expertise in using advanced typographic techniques to transform ideas into outcomes.- Source and utilize information in a variety of forms and contexts to inform and extend their	1,2,3,4,5	Reading - <ul style="list-style-type: none">- Making and Breaking the Grid– Timothy Samara- Thinking with Type - Ellen Lupton Project consultation Project Critique

	design process.		
6-9	<p>CREATIVE LAYOUT PROJECT: 16-Page Magazine for Creative Issue Brief</p> <ul style="list-style-type: none"> - Broaden Knowledge and skills in typography by developing legible, coherent and delightful visual and verbal narratives. - Organize, arrange and present clear and meaningful information using multiple languages within multifaceted layouts. - Implement grids in a multi-page document. 	1,2,3,4,5	<ul style="list-style-type: none"> • Throughout the whole project, the focus should be on type, texture, harmony or deliberate disharmony, pacing of pages and the relationship between type and image. This project requires a grid. • Gathering the idea/concept. Full mock-up and simple grid spreads due (Begin designing. Is there a grid? What will happen on each page?) • Complex grid spreads, grid-breaking spreads and rest of book <p>Project consultation Project Critique</p>
10- 13	<p>BEYOND TYPOGRAPHY: For this project, we prompted students to create an experimental typography of a conversation, used their research and observations of typography art to inspire and inform a series of typographic explorations; and design it in a way that represents the content and/or the actual form (craftsmanship, structure, visual approach) of the physical design.</p>	1,2,3,4,5	<ul style="list-style-type: none"> • Students reviewed the results of their typographic experiments, then developed their own final project for the class. • Gathering the idea/concept. Full mock-up <p>Project consultation Project Critique</p>