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.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment Typographic installation	1,2,3,4	N.A.	30	Individual
Final Project: Typeface design 30% Specimen/Design applications 20%	1,2,3,4	N.A.	50	Individual
Continuous Assessment: Participation	5	N.A.	20	Individual
Total			100%	

Reading and References

1. Anna Saccani, LetterScapes: A Global Survey of Typographic Installations 1st Edition. Thames & Hudson, 2013
2. David Bergsland, Practical Font Design With FontLab 5. CreateSpace Independent Publishing Platform, 2016
3. Johanna Drucker, The Alphabetic Labyrinth. The letters in History and Imagination. Thames & Hudson, 1995
4. Jost Hochuli, Detail in Typography (English Reprint). Hyphen Press, 2015
5. Karen Cheng, Designing Type. Yale University Press, 2006
6. Robert Bringhurst, The Elements of Typographic Style: 20th Anniversary Edition. Hartley and Marks Publishers, 2013
7. Steven Heller and Mirko Ilic, Lettering Large: The Art and Design of Monumental Typography. The Monacelli Press, 2013

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. You are expected to take responsibility to follow up with assignments and course related announcements. You 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 on 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, 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*

*Subjected to adjustment by instructor according to their expertise, students' progress, public holidays and unforeseeable circumstances.

Week	Topic	Course LO	Readings/ Activities
1	**Introduction to Typography III** Overview of the key concepts of the course. This may include unconventional typographic projects, the development of type design, the related technology and software.	1	**Introductory Lecture** **In-class discussion** on the various approaches and types of experimental typographic projects **Assigned Project A:** Group Project – Typographic Installation
2	**Typographic installation – Approaches** A review of alternative and unconventional methods of creating typography.	1, 2, 4	**Lecture on various concepts of typographic installation part 1** **Discussion of Project A** Class discussion, critique and feedback

3	**Typographic installation – Case study** Analytical case studies of existing physical, digital and interactive typographic installation. This may include the use of technology and unique materials.	1, 2, 4	**Lecture on various concepts of typographic installation part 2** **Project consultation** Individual group discussion and feedback
4	**Typographic installation – Strategies** A review of principles and strategies for the design of typographic installation and spaces.	1, 2, 3, 4	**Lecture on various concepts of typographic installation part 3** **Project consultation** Students in studio work. Continuous assessment and feedback throughout design and production.
5	**The designing of typeface and script** Historical survey of the development of the typeface and script. This may include incised characters, xylographic printing type, movable type, digital typography and various methods of designing fonts.	1, 2, 3, 4	**Assigned Final Project:** Typeface design and specimen/design applications **Project consultation** Students in studio work. Continuous assessment and feedback throughout design and production.
6	**Student Presentation – Project A**	1, 2, 3, 4, 5	**Student Presentations** on Project A Students present, discuss and critique ideas and techniques employed in their own work and in the work of their peers.
7	**Typeface design in practice – part 1** Exploration of character structure and basic stroke designs, and discussion of various modes of reading, aesthetics and typographic systems, as well as tailor made typeface for different communications need.	1, 2, 4	**Lecture on various concepts, principles and techniques of letter construction – part 1** **Project consultation** Individual discussion and feedback.
8	**Typeface design in practice – part 2** A review of typographic variables, typesetting conventions, and linguistic and aesthetic issues.	1, 2, 4	**Lecture on various concepts, principles and techniques of letter construction – part 2** **Project consultation** Individual discussion and feedback.
9-10	**Basic technical skills** Introduction to font applications such as fontLab Studio, font editors and/or converters.	1, 2, 3, 4	**Lecture on the font applications and techniques** **Final project:** Students in studio work. Continuous assessment and feedback throughout design and production.

11	**Project workshop** Continuous review and feedback of main project through various stages of completion	1, 2, 3, 4	**Final project:** Students in studio work. Continuous assessment and feedback throughout design and production.
12	**Project workshop** Continuous review and feedback of main project through various stages of completion	1, 2, 3, 4	**Final project:** Students in studio work. Continuous assessment and feedback throughout design and production.
13	**Final Presentation**	1, 2, 3, 4, 5	**Student Presentations** on final project with critique and feedback