



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-126	Introduction to Typography	6
Prerequisites	Department	Semester
DES-116	Design and Multimedia	Spring
Type of Course	Field	Language of Instruction
Required	Graphic Communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Maria Stavride	1 st
Mode of Delivery	Work Placement	Corequisites
Face to face	NA	NA

Course Objectives:

The main objectives of the course are to:

- Make students aware of the role of typography in everyday life.
- Provide them with an understanding of the evolution of writing, from early scripts to the alphabet, the invention of printing and the history of printing types until the 19th century.
- Introduce them to the basic principles of micro- and macro-typography.
- Enable them to assess the requirements of a project brief, research, plan and implement it.
- Provide students with an understanding of how to use digital technology to implement design solutions.

Learning Outcomes:

After completion of the course students are expected to be able to:

- Define and evaluate the basic components of the invention of printing.
- Classify typefaces according to their visual similarities and describe them.
- Apply the basic principles of micro-typography for setting text.
- Identify and use typographic conventions to articulate the structure of text.
- Plan a page layout and define how to organize verbal and visual elements
- Employ the appropriate software to plan and design a given work.

Course Content:**Introduction to the course**

Course outline / Course overview / Materials for the designer / The Design Procedure / Assessment Factors

Introduction to typography

What is typography? The importance of typography in everyday life. How typography is used in graphic communication. What is the role of the typographic designer?

Early forms of writing

The invention of the alphabet / Writing tools and their influence on letterforms / Book reproduction before the invention of printing.

The invention of printing

Gutenberg and the invention of printing / Hand punch cutting and movable metal type.

The anatomy of a typeface / Measurement of Type

Type classification / Typefaces / Variations / Fonts / Families

Serif Typefaces

The development in the design and production of metal serif typefaces from Aldus to Didot

Principles of micro- and macro-typography (I)

Text size / leading / line length

Principles of micro- and macro-typography (II)

Methods of Paragraphing and Text hierarchy

The grid in typographic design

Anatomy of a page / paper sizes / the use of symmetrical and asymmetrical grid

Legibility Research

Readability and legibility of text. Basic legibility and readability rules

Adobe Illustrator Software

Demonstrations and class exercises

Learning Activities and Teaching Methods:

- Lectures and presentations on theoretical topics related to typography and lettering together with a plethora of visual information and examples
- One-to-one tutorials on the conceptual and practical development of given projects
- Group critics and discussions
- Projects / One day briefs and/or exercises

Assessment Methods:

Final and midterm tests, four practical projects, attendance, class exercises, performance

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Typography, Referenced: A Comprehensive Visual Guide to the Language, History, and Practice of Typography	Jason Tselentis , Allan Haley, Richard Poulin , Tony Seddon, Gerry Leonidas, Ina Saltz	Beverly, MA: Rockport Publishers.	2012	9781592537020 (e-book)
Lecturer's notes	Maria Stavride			

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Thinking with Type	Ellen Lupton	Princeton Architectural Press	2004	9781568989693 (e-book)
From Gutenberg to OpenType	Dodd Robin	Hartley & Marks	2006	0881792101
The elements of typographic style	Bringhurst R.	Hartley & Marks	2004 3rd ed.	9781856696449
A type primer	John Kane	Laurence King Publishing	2011 2nd ed.	0471383414

Stop stealing sheep & find out how type works	Spiekermann E., Ginger E.M.	Adobe Press	2003 2 nd ed.	0201703394
Type and Typography	Baines Phil & Haslam Andrew	Watson- Guptill	2005 2 nd ed.	0823055280