



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-236	Typography and Graphic Communication	6
Prerequisites	Department	Semester
DES-126	Design and Multimedia	Fall
Type of Course	Field	Language of Instruction
Required	Graphic Communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Maria Stavride	2 nd
Mode of Delivery	Work Placement	Corequisites
Face to face	NA	NA

Course Objectives:

The main objectives of the course are to:

- Introduce students to basic strategies for typographic problem solving and project management
- Provide students with an understanding of how to use digital technology to implement solutions
- Introduce students to technology used in design and production and provide some insight into IT-intensive work

Learning Outcomes:

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

1. Employ the appropriate software to plan and design a given work.
2. Arrange text and image in creative layouts.
3. Plan the grid of a document taking into consideration its usage and reader.
4. Organize typographically the structure of text in order to create a readable document.
5. Evaluate legibility on screen.
6. Discuss modern typography and its influence on graphic communication.

Course Content:**Introduction to the course**

Outline, objectives, projects, exams, sketch books, research in graphic communication work, marking percentage, assessment factors.

Typographic Variables adjustment and application

How typographic variables (size, leading and line length) are influenced by the design of a typeface?

Typographic and Visual Hierarchy

Methods of creating levels of typographic and visual hierarchy using text.

Typographic Spacing

When to adjust tracking and kerning.

Slab Serif typefaces

The development in the design and production of 19th century typefaces.

Sans Serif typefaces

The development in the design and production of sans serif typefaces.

How to select the appropriate typeface?

Different parameters designers should take into account when selecting a typeface for a job.

Research in Design & Creative Thinking in Design

Introducing different research methods useful for graphic designers in the solution of a design problem. Case studies on how visual and textual research findings can be transformed into design.

Developing Visual Identity

Development of visual language/identity. From concept to layout: message, content, organization.

Layout and the Grid

The use of grid (multicolumn and modular) in typographic Design and layout construction. How visual identity is formed and applied through the use of grid in multiple design applications (booklets, leaflets, posters, invites).

Image and text relationship in layout construction

Determining factors in layout construction using image and text.

Adobe Illustrator Software

Demonstrations and class exercises.

Visual Research Workshops / Visits

Outdoor activity outside class time.

Learning Activities and Teaching Methods:

- Lectures and presentations on the theory and application of typographic design
- Group and individual tutorials on project development
- Critical evaluation and discussion on the project development
- Written Assignments
- Projects / Exercises
- Workshops

Assessment Methods:

Written test, Three Practical Projects, Class exercises, Attendance and Overall Performance

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
How to Use Type	Marshall L. Meachem L.	London: Laurence King Publishing.	2012	9781856698979 (e-book)
Lecturer's notes	Maria Stavride			

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Thinking with Type	Lupton E.	Princeton Architectural Press	2004	9781568989693 (e-book)
Typography, Referenced: A Comprehensive Visual Guide to the Language, History, and Practice of Typography	Tselentis J, Haley A., Poulin R., Seddon T., Leonidas G., Saltz I.	Beverly MA: Rockport Publishers	2012	9781592537020 (e-book)

Grid Systems: Principles of Organizing Type	Elam, K.	Princeton Architectural Press	2004	978-1568984650
Visual Research: An Introduction to Research Methods in Graphic Design	Noble I., Bestley R.	Ava Publishing SA	2011 2nd edition	978-2-940411-60-3
The complete graphic designer: a guide to understanding graphics and visual communication	Hembree, R.	Rockport Publishers	2006	978-1592532599
Graphic design: a concise history	Hollis, R.	Thames & Hudson	2001	978-0500203477
Type, image, message: a graphic design layout workshop	Skolos, N., Wedell T.	Rockport Publishers	2006	978-1592531899
Pioneers of modern typography	Spencer, H.	Lund Humphries	1969	978-0853312475
Type Design: Radical Innovations and Experiments	Triggs, T.	Harper Design International	2003	978-0060567590
Printing, 1770–1970	Twyman, M.	Eyre & Spottiswood	1970	413-2642032