



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

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| Course Code DES-126 | Course Title Introduction to typography | ECTS Credits 6 |
| Department Design and Multimedia | Semester Fall, Spring | Prerequisites MULT-161 |
| Type of Course Major | Field Graphic Communication | Language of Instruction English |
| Level of Course 1 st Cycle | Year of Study 1 st | Lecturer(s) Maria Stavride |
| Mode of Delivery Face-to-face | Work Placement N/A | Co-requisites None |

Objectives of the Course:

The main objectives of the course are:

- To make students aware of the role of typography in everyday life.
- To 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.
- To introduce them to the basic principles of micro and macro-typography.
- To enable them to assess the requirements of a project brief, research, plan and implement it.

Learning Outcomes:

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

1. Define and evaluate the basic components of the invention of printing.
2. Classify typefaces according to their visual properties and describe them.
3. Apply the basic principles of micro-typography for setting text.
4. Identify and use typographic conventions to articulate the structure of text.
5. Plan a page layout and define how to organize verbal and visual elements

Course Contents:

1. Introduction to typography : Course outline / Course overview / Materials for the designer / The Design procedure / Assessment factors
2. Early forms of writing / The invention of alphabet / Writing tools and their influence on letterforms
3. Book reproduction before the invention of printing / Manuscripts until 1500 AC
4. Gutenberg and the invention of printing / Hand punchcutting and movable metal type
5. The anatomy of typeface / Type classification / Typefaces / Variations / Fonts / Families
6. The development in the design and production of metal type, from Aldus to Didot
7. Principles of micro- and macro-typography
8. The grid in typographic design
9. Legibility research

Learning Activities and Teaching Methods:

Lectures and presentations, One-to-one tutorials, Group critics and discussions
Practical exercises and assignments, Oral presentations, Projects, One day briefs and/or exercises

Assessment Methods:

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| Homework, projects, Final exam paper, Midterm test, Seminar presentation, Projects, Attendance, Class exercises |
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Required Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|-------------|---------------------|----------------|-----------------|------------|
| Craig James | Designing with Type | Watson-Guptill | 2006 5th ed. | 0823014134 |

Recommended Textbooks/Reading:

| Author | Title | Publisher | Year | ISBN |
|-----------------------------------|---|-------------------------------|-----------------|---------------|
| Dodd Robin | From Gutenberg to OpenType | Hartley & Marks | 2006 | 0881792101 |
| Brighurst R. | The elements of typographic style | Hartley & Marks | 2004 3rd ed. | 0881792055 |
| Carter Rob, Day Ben, Meggs Philip | Typographic design: form and communication | John Wiley & Sons | 2002 3rd ed. | 0471383414 |
| Ellen Lupton | Thinking with Type | Princeton Architectural Press | 2004 | 9781568984483 |
| Spiekerman E., Ginger E.M. | Stop stealing sheep & find out how type works | Adobe Press | 2002 2nd ed. | 0201703394 |
| Baines Phil & Haslam Andrew | Type and Typography | Watson-Guptill | 2005 2nd ed. | 0823055280 |