Academy of Visual Arts
Bachelor of Arts (Hons) in Visual Arts Programme

VART2215 Typography

No. of units: 3
Pre-requisite: VART1006 Visual Arts Practice II or any GDCV courses offered by AVA or any Visual Arts courses
Duration: 52 hours

1.1. Course Description & Rationale:

Typography means selection, scaling and organizing letters on a blank page or screen. It is one of the graphic designer's most basic challenges. Typography is the tool to communicate any kind of content. Based on the students' prerequisite knowledge and experience in design, they will further broaden their understanding of micro and macro typography, developing and using grids in typography, preparing data for the print process and using the PDF-format for publishing content online. Additionally, through lectures, plus research and practice students will strengthen their expertise in design history, and study the work of prominent designers in the field of graphic design.

Typography addresses issues that are useful for all disciplines of Visual Arts – ranging from design practices to fine arts. However, its principles are especially useful for Information Aesthetics, Book Design and Exhibition Design.

1.2. Course Content:

No.		Hours		%
1.	Introduction to the principles and concepts of Typography and Graphic Design: - Analysis of historical and contemporary examples of graphic design; - Research of important designers and design concepts of past and present; - Analysis of contemporary usage of fonts; - Desktop Publishing using InDesign.	12		23.1
2.	Macro-and Micro Typography/Classification of Typefaces: - Serif and Sans Serif typefaces; - System of font families and super families; - The nature and characteristics of fonts; - Proportions and grey scale; - Fonts, letters, characters and glyphs.	12		23.1
3.	The use of Typography in a Project: - Applying new typographic skills for a project; - Creating and implementing grids for your layout; - Using images and typography in one print project; - Creating a visual concept for a project; - Layouting and publishing.	28		53.8
		52		100

1.3. Intended Course Learning Outcomes (CILOs):
(Please take note of the PILOs for the overall BA programme in the Programme Document.)

Upon successful completion of this course, students should be able to:

No.	Intended Course Learning Outcomes (CILOs)
1.	Describe the history and the development of typography and prominent graphic designer;
2.	Demonstrate understanding of different categories of typefaces;
3.	Describe micro typographic aspects of a typeface;
4.	Apply different layout techniques to create exciting designs;
5.	Create design concepts for printed media by using types as an expressive medium; and
6.	Adhere to standards of professional practice and ethos.

* More may be added.

1.4. Alignment of CILOs with PILOs:

Learning Outcomes	Please indicate alignment by checking '√' the appropriate box					
	CILO1	CILO2	CILO3	CILO4	CILO5	CILO6
PILO1.1	9	9	9			
PILO1.2				9	9	
PILO2.1						
PILO2.2					9	
PILO2.3						
PILO3.1						9
PILO3.2						9

* There may not be 6 CILOs, in which case, just leave columns empty.

1.5. Alignment of Teaching and Learning Activities with CILOs:

No.	Teaching and Learning Activities	CILO	Hours
1.	Lectures: - Introduce history and theory of typography; - Showcase of work examples; - Present important personalities and their achievements.	1, 6	14
2.	Demonstrations: - Practical workshops to provide training in mastering different media; - Demonstration of basic steps in Adobe CS; - Advise analogue and digital visualisation methods.	2, 5, 6	8
3.	Tutorial and consultation: Small group tutorials to guide students to develop their projects using appropriate technique, approach and style	2, 3, 6	22
4.	Site Visits/Inspirations: Visiting exhibition/inviting experts for a talk/watching documentary movies	1, 6	4
5.	Final presentation: Individual final presentation of the assignment	4, 6	4
6.	Design project: Create a design project, as a series of postcards, poster and a book or box to collect the small assignments. (The main activity of designing a book should be done at home. Demonstration, discussion and presentation are the part of the class.)	2, 4, 5, 6	0

*More may be added.

1.6. Assessment:

No.	Assessment Methods/Activities	Weighting	Alignment with CILOs
1.	Presentation, discussion and feedback: Student presentations and following group discussions	20%	1, 2, 3
2.	Practical Assignments, small: Several small-size design assignments to implement the theoretically learned aspects of Typography into visualisation	30%	4, 5
3.	Practical Assignment/Art Work, big: One complex design assignment with the focus on a free interpretation of an idea and combining images and typographic elements	20%	4, 5
4.	Professional Attitude: Professional Attitude does not necessarily define its own learning outcomes, but takes a look at 'how' the other, non-attitudinal outcomes are achieved. Assessment will always be based on direct personal contact with the student. Assessment methods include personal conversations – formal and informal –, class observation, individual and group-tutorials, and such like. Assessment evidence is continuously produced through attendance and participation class-records, public presentations, peer-reviews, evaluation of sketchbooks or visual diaries, personal notes of students and teachers, etc. For more information, please refer to the BA (Hons) in Visual Arts' Programme Document.	30%	6

*More may be added.

1.7. References (up to 10 books):

Bringhurst, Robert. *The Elements of Typographic Style.* Vancouver: Hartley and Marks Publishers, 2004.

Cheng, Karen. *Designing Type.* London: Yale University Press, 2006.

Frutiger, Adrian. *Signs and Symbols: Their Design and Meaning.* New York: Watson-Guptill Publications, 1998.

Hill, Will. *The complete typographer.* London: Thames & Hudson, 2010.

Hochuli, Jost. *Detail in Typography.* London: Hyphen Press, 2005.

Hollis, Richard. *Graphic Design: A Concise History (World of Art).* London: Thames & Hudson, 2002.

Kane, John. *A type primer.* New Jersey: Prentice Hall, 2003.

Kunz, Willi. *Typography: Macro and Microaesthetics.* Zürich: Verlag Niggli, 2004.

Lupton, Ellen. *Thinking with type.* New York, Princeton Architectural Press, 2004.

Takagi, Mariko. *Hanzi Graphy: A typographic translation between Latin letters and*

Chinese characters. Hong Kong: mccm creations, 2014.

Mueller-Brockmann, Josef. *Grid Systems in Graphic Design.* Zürich: Verlag Niggli, 1985.

Tschichold, Jan. *The New Typography: A Handbook for Modern Designers.* Berkeley: University of California Press, 1998.

Weingart, Wolfgang. Typography - My Way to Typography. Baden: Lars Müller Publishers, 2000.

1.8. Academic Integrity:

Students will endeavour to only claim work that they have actually produced themselves. Claiming the work of others is considered plagiarism, and will be dealt with under the academic policies of the university.

1.9. Health and Safety:

Every effort will be made to comply with the intent of Hong Kong's law or acts and the University's policies to maintain a safe and healthy working environment.

1.10. Final Note:

The instructor reserves the right to modify the class and the syllabus or the schedule to adjust to the dynamics of the particular group or to take advantage of opportunities that may arise.