

TYPOGRAPHY

Degree in Graphical Design

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Code: 11219

Main Scientific Area: Communication Design

Lecturer: Cristiana Rodrigues Serejo

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 100h

ECTS: 6,0

Objectives

Typography course is presented as a disseminator of knowledge in the area of typographic design. The course operates in three distinct aspects: the history of typographic design, writing and typography; an approach to the development of typeface design; the use of typography in an expressive way.

Thus, this course is developed through the study of the history of typography, through the theoretical and practical knowledge of typesetting, to usage in various communication media.

Learning Outcomes

Through the semester the students acquire knowledge in the areas of:

- History of Typography;
- Classification of types;
- Anatomy of the type;
- Type Terminology;
- Technical development of a Typeface;
- Use and handling of typography in communication contexts;
- Balance and composition;
- Typographic hierarchy.

At the end of the course, students will have theoretical and practical knowledge that allows them to analyze a font, as well as evaluate its functionality in a communication support.

Course Contents

1. History of Typography

- Writing
- The typography throughout history, design and technology
- The typography of the 19th and 20th centuries, design, technologies, and stakeholders

2. Typeface design

- The Anatomy of type
- Terminology of the constituent parts of type
- Basic rules of typographic design
- Dimensions
- Proportions
- Balance
- Form
- Contrast
- Readability
- Versatility
- Roman
- Italic
- Dropcap initial
- Ligatures

3. Type in use

- Kerning
- Balance and composition
- Hierarchy
- Weights and font families
- Specimen

- Implementation of printing on media communication

Recommended Bibliography

. Ambrose, G. Harris, P. (2011). The Fundamentals of Typography. (2nd ed.). AVA Publishing.

. Bringhurst, R. (2004). The Elements of Typographic Style. (3rd ed.). Hartley and Marks Publishers.

. James, C. (2006). Designing with Type: The Essential Guide to Typography. (5th ed.). Watson-Guptill

. Kane, J. (2012). Manual dos tipos. (1ª ed.) Gustavo Gili

. Lupton, E. (2004). Thinking with Type: A Critical Guide for Designers, Writers, Editors, Students. (1st ed.). Princeton Architectural Press.

Learning and Teaching Methods

Through the presentation of the historical path that typography followed since the fifteenth century to the present day, students get to know and understand their evolution and key players of typographic design. They begin to better understand the nature of the letters and how to apply them in order to create balanced compositions and that they carry information and communicate.

It advances then for the analysis of a font - its construction; grid; personal elements - for then to draw a new font on the same previous grid.

Given the essentially practical feature of UC, the lessons follow mostly a workshop format with the development of projects accompanied by the teacher. The practice is supported by the theory that will be exposed as an introduction to each work phase.

Assessment Methods

I. The assessment process in this course is continuous and periodic evaluation, as provided for in Article 7 of RIAPA.

The assessment takes into account the following elements:

a) Attendance and participation of students.

The student must mandatorily be present during a project delivery. Projects that are not accompanied by the teacher during the class period will not be evaluated.

Attendance and punctuality are key factors for a good performance in the course and for the final evaluation:

- Attendance: the student may not exceed the total of 10 absences in the semester. If he exceeds the number of absences (unexcused) he will fail.

- Punctuality: the student has a tolerance of 15 minutes. Once exceeded, it will be considered a absence.

b) Individual projects and practical exercises.

c) Group projects and practical exercises.

The assessment is a combination of these components:

$(P1 \times 0.15) + (P2 \times 0.20) + (P3 \times 0.30) + (P4 \times 0.25) + (AC \times 0.1)$

2. In this course and facing its objectives is not provided access to the time of final assessment tests, as provided for in Article 9 of RIAPA, i.e. the adopted assessment methodology is only continuous and periodic evaluation.

II. Grade improvement

Note the improvement in this unit require often in the course.

The grade improvement is possible by frequency of 15 classes with the realisation of a project determined by the teacher of the course at the beginning of the semester and in an agreement with the disciplinary group of communication design. The evaluation methodology is the same as defined for the evaluations to use the course.

It is advised that students who intend to grade improvement to consult the rules defined in RIAPA.