

TYPOGRAPHY

Degree in Graphical Design

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Code: 11219

Main Scientific Area: Communication Design

Lecturer: Rúben Reis Dias

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 type 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 Type and typography;Typeface Classifications;Anatomy of type;Type Terminology;Study of a Typeface;Use and handling of typefaces in communication contexts;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 usage.

Course Contents

History of Typography

Writing

The typography throughout history, design and technology

The typography of the 19th and 20th centuries, design, technologies, and stakeholders

Typeface design

The Anatomy of type

Terminology of the constituent parts of type

Concepts of type design (dimensions, proportions, balance, form, contrast, readability, versatility)

Roman / Italic

Uppercase / Lowercase

Ligatures
Type in use

Tracking and Kerning
typographic Hierarchy
Font families
Type Specimens
Implementation of type on text and graphic communication

Recommended Bibliography

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

Bier, S.(2018). *Type Tricks, Your personal guide to type design*, BIS Publisher

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 .

McNeil, P. 2017. *The Visual History of Type: A visual survey of 320 typefaces*, London, Laurence King Publishing

Willen, B. Strals, N. (2009) *Lettering Type: Creating Letters and Designing Typefaces*. (1st ed.). Princeton Architectural Press

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

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Learning and Teaching Methods

Through the presentation of the historical path that type and 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.

The study evolves through the development of multiple studies to possible type designs.

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

Assessment Methods

The operating model of the course is the Presencial Regime. The functioning of teaching, non-teaching and research activities takes place as indicated in Dispatch PR n.º 93/2021.

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. Group projects and practical exercises.

The assessment is a combination of these components: $(P01 \times 0.25) + (P02 \times 0.13) + (P03 \times 0.30) + (P04 \times 0.17) + (PA \times 0.15)$

Taking into assessment regime, the 1st semester exam period does not apply. The special exam period works in accordance with article 209 of the IPCA Academic Regulation.

The grade improvement works by continuous assessment. Thus, grade improvement is possible due to the frequency of the course at the beginning of the semester and duly agreed with the responsible teacher. Students who intend to undergo grade improvement should consult article 211 of the IPCA's Academic Regulations.