DIGITAL TYPOGRAPHY

Code: 20400

Main Scientific Area: Communication Design

Lecturer: Rúben Reis Dias

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 132h

ECTS: 6,0

Objectives

Emerge the student in the world of Digital Typography.
Through observation of case studies, recognize the quality parameters of a font for use on various digital devices.
Through the process of developing a study for a new typeface, acquire knowledge and perspectives on type and typography as a discipline.
Expand the ability to identify and analyze fonts, stimulating a critical and informed view.
Stimulate typographic understanding in digital media.

Learning Outcomes

Identify the main typographic problems in digital media.
Master terminology, typographic classification and letter anatomy.
Know the determining aspects of digital typography, such as legibility and hierarchy.
Apply the correct methodologies for concept development for a new typeface.
Use the appropriate software to develop a font.
Develop a critical eye in relation to existing fonts and their use.
Acquire sensitivity and curiosity for the typographic universe.

Course Contents

The importance and trends of Typography in digital media.
Letter anatomy, typographic classification and terminology.
The font as an image and as communication.
Legibility, screen resolution, usability, hierarchy and aesthetics.
Methodologies for developing a new typeface.
Introduction to useful tools for developing a typeface in OpenType Variable Font format.
Identify aspects of legibility and aesthetics in a font.

Recommended Bibliography

Baines, P. Haslam, A., 2005. Type and typography 2nd ed., London: Laurence King Publishing.

Barber, K., 2020. House Industries Lettering Manual, USA: Watson-Guptill.Lupton, Ellen (2014) Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students New York:

Princeton Architectural Press.

Messeger, L., Scaglione, J., Henestrosa, C..(2012) Como Crear Tipografias: Del boceto a la pantalla. Madrid: Tipoe.

Maria, Jason Santa (2012). On Web Typography. New York: A Book Apart.

Rutter, Richard (2017). Web Typography. A handbook for designing beautiful and effective responsivetypography. Brighton: Ampersand Type.

Learning and Teaching Methods

As one of the objectives is to complement the student's prior knowledge about Typography as a subject and update them on Typography trends in digital media, the aim is that the expository classes on the topics stimulate the student's critical spirit and greater knowledge about the use of text in digital media. Topics such as letter anatomy, typographic classification will be covered and studies will also be developed for a typeface where the student will be able to begin to identify the main typographic styles and characteristics as well as contexts for their use. The study of concepts such as legibility and screen resolution will allow us to understand what parameters a digital font requires for application in the digital context.

Assessment Methods

Continuous evaluation

The assessment regime in this curricular unit is continuous assessment (according to point 1 of article 3º of the ESD RACC)

The assessment includes the student's participation in classes and the completion of two work proposals (one individual and one in a group). For evaluation purposes, only works duly monitored by the teacher will be considered. Throughout the semester, partial deliveries will be made throughout classes and final deliveries at the end of each proposal.
The assessment comprises the response to a font analysis exercise (Ex#01) and a practical project (P#02) that includes the following elements: the development of a study for a font;
The calculation formula is presented, knowing that any changes will always be communicated to students: Ex#01 (30%)+ P#02 (50%) + Student participation (20%)

Exam
This curricular unit does not allow for exams in the 1st or 2nd semester (according to point 4 of article 4º of the ESD RACC)

Evaluation in special season
Only students who are under a special attendance regime (as described in section I, article 135º and point 5, article 209º, of the IPCA Academic Regulation) have access to this period. Assessment in this special period includes the following elements of learning assessment with weighting: Ex#01 (20%)+ P#02 (40%) + Presentation of work to the teacher (40%)

Grade improvement

In this curricular unit, grade improvement works through continuous assessment (according to point 2 of article 6º of 7/101 RACC of the ESD). The assessment integrates the following learning assessment elements with weighting: Ex#01 (20%)+ P#02 (40%) + Presentation of work to the teacher (40%)