

MODULE DESCRIPTOR

MODULE TITLE	TYPOGRAPHY FUNDAMENTALS		
MODULE CODE	GR1XXX (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- To introduce students to typography's fundamentals, history, and terminology.
- To develop students' ability to analyse and critique typographic compositions.
- To introduce students to typography's practical applications in various media and contexts.
- To develop students' typographic design skills -e.g., through hands-on projects and feedback.

MODULE CONTENT

Indicative syllabus content:

This module serves as an introductory exploration of typography, aiming to acquaint students with its fundamental principles and applications in design. Students will delve into the basics of typography, encompassing its history, evolution, terminology, and key concepts such as typefaces, fonts, and typographic hierarchy. They will learn how typography influences visual communication and the aesthetic qualities it contributes to design compositions. Throughout the module, students will scrutinise various typographic compositions, both historical and contemporary, to understand how typography impacts meaning and readability. They will also gain insight into the practical applications of typography across different media platforms, including print and digital. Furthermore, students will engage in hands-on exercises and projects to apply their knowledge of typography principles, honing their skills in creating effective and visually appealing typographic designs. Through analysis, critique, and creative projects, students will enhance their ability to produce compelling typographic compositions.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

- Understand typography's role in visual communication and aesthetics.
- Discuss core typography principles and its importance in design.
- Apply typographic principles to create visually engaging designs.
- Analyse and critique typographic compositions for effectiveness.

TEACHING METHODS

The module will be delivered through a blend of lectures, presentations, group discussions, demonstrations, and critiques, aimed at fostering students' understanding and appreciation of typographic principles.

Throughout the module, students will be expected to actively engage in discussions, workshops, and hands-on exercises, both individually and collaboratively. Participation in these activities will be vital for developing their comprehension and application of typography concepts.

Student preparation and involvement will be key components of the learning process, requiring them to explore and apply typographic theories and techniques while honing their communication and creative skills.

For this module, students will participate in a variety of learning and teaching activities designed to provide a comprehensive understanding of typographic principles and their applications:

Lectures: These sessions will cover the theoretical foundations of typography, including its historical context, key terminology, and principles of design. Emphasis will be placed on exploring the cultural and practical implications of typography in visual communication.

Practical Workshops: Supported lab sessions will allow students to engage in hands-on experimentation with typographic elements, exercises in type manipulation, and the creation of typographic compositions. Structured discussions and critiques will provide opportunities for peer feedback and collaborative learning.

Guest Talks and Visits: The teaching team will arrange guest talks by professional typographers or designers to provide insights into real-world applications of typography. Additionally, visits to local design studios, printing facilities, or exhibitions will offer students opportunities to observe typographic design in practice and gain inspiration from contemporary works.

Regular attendance at scheduled sessions is mandatory, as participation in workshops not only enriches individual learning experiences, but also contributes to the collective learning journey of the class.

ASSESSMENT METHODS

This module is assessed through one Individual Portfolio and one Individual Report.