

## Syllabus

### Course description

<b>Course title</b>	<b>Typography and Graphics</b>
<b>Course code</b>	97142 – Design and Art
<b>Scientific sector</b>	ICAR/17 - disegno
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Summer semester 2020/21
<b>Year</b>	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup>
<b>Credits</b>	6 CP for student enrolled from 2018/19 onward
<b>Modular</b>	No

<b>Teaching language</b>	English
<b>Total lecturing hours</b>	60
<b>Total hours of self-study and / or other individual educational activities</b>	about 65 for 5 CP about 90 for 6 CP
<b>Attendance</b>	not compulsory but recommended
<b>Prerequisites</b>	none
<b>Course page</b>	
<b>Maximum number of students per class</b>	30

<p><b>Course description and specific educational objectives</b></p>	<p><i>The course belongs to the class "caratterizzante" in the curriculum in Design and "di base" in the curriculum in Art. From 2018/19 onward it belongs to the class "carattrizzante" for both curricula.</i></p> <p><b>Course description:</b>  This course conveys information and training for mastering typography. The main steps of the course are investigating the purpose of typography and its history, focusing on typefaces and their effective use in graphic design projects, mastering the composition of typographic text and investigating page layout on different formats and supports. Special attention is given to the usage of typefaces (thus, the shape of the letters, also by means of designing modular patterns) and to solutions for layout design ranging from printed booklets to online publishing. Classes are organised into a theoretical part (supplemented by historical examples and contemporary models), general discussions, practical exercises to be made during class, and a few more important projects to be undertaken after class.</p> <p><b>Educational objectives:</b></p>
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	<ul style="list-style-type: none"> <li>– Acquiring a general knowledge on the style of typefaces available today (more precisely: on the main features of the letterforms of such styles), so that students are able to better chose a typeface for their graphic design projects.</li> <li>– Acquiring basic knowledge and skills concerning the set of text, both for printing matter and for digital devices.</li> <li>– Acquiring a more sophisticated control of typography in general. Because typography is the skeleton, the underlying structure of any graphic design project.</li> </ul>
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<b>Lecturer</b>	Riccardo Olocco e-mail <a href="mailto:riccardo.olocco@unibz.it">riccardo.olocco@unibz.it</a> ,
<b>Scientific sector of the lecturer</b>	ICAR/13
<b>Teaching language</b>	English
<b>Office hours</b>	Thursday, 12:00–13:00.
<b>List of topics covered</b>	Brief history of typefounding and printing, with an introduction to lowercase and uppercase letters – Elements of the letterforms – General characteristics of a typeface – Some examples of type classification – Modularity in typeface design, geometrical types and stencil fonts – An overview of the laws of optics in two-dimensional space – The shape of the text in different layouts – Typographic characteristics of texts from different languages – Proportions, page formats and margins in a layout – Page constructions and grids, history and development – Layout of a printed booklet with basic knowledge of Adobe Indesign – Layout of responsive webpages with some hints on HTML and CSS.
<b>Teaching format</b>	Short lectures, discussions, short-time exercises and a few long-time projects

<b>Expected learning outcomes</b>	<p><b><u>Disciplinary competence</u></b></p> <p><b>Knowledge and understanding skills</b></p> <ul style="list-style-type: none"> <li>• Knowledge of the technical-cultural (design) issues related to typography</li> <li>• Knowledge of basic technical-cultural (design) issues related to graphic design</li> <li>• Knowledge of basic issues aimed at the conceptual analysis and the design of a layout-project, concerning typographic and graphic design</li> </ul>
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	<p><b>Applying knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>• Reaching the necessary ability to analyse, conceive and develop a typography and graphic design project</li> </ul> <p><b>Transversal competence and soft skills</b></p> <ul style="list-style-type: none"> <li>• Judgment autonomy arising in the coherence of the design decisions taken in regards to the design assignments proposed by the exercises.</li> </ul> <p><b>Communication skills</b></p> <ul style="list-style-type: none"> <li>• Reaching the necessary ability to communicate in a visual manner typography and graphic design in a formal-aesthetic way. And communicate principles of layout, based on rules of Gestalt theory and historic-practice based typographic rules or conventions.</li> <li>• Presenting on a professional level – in form of an editorial design work, verbally or in written form – one’s own design project.</li> <li>• Communicating and arguing on a professional level the reasons for one’s choices and motivating them from a formal, technical and theoretical point of view.</li> </ul> <p>Learning skills acquired through the application of the design issues examined during the frontal lectures in regards to cultural, formal-aesthetic and technical aspects.</p>
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<b>Assessment</b>	<p><b>The exam consists of:</b>  Review of the exercises done during classes, review of the work of the projects done after class, and discussion on the main topics touched during the course.</p> <p>Students who aim to receive 6 CP must hand in an extra project that is available from the reserve collection.</p>
<b>Assessment language</b>	The same as the teaching language
<b>Evaluation criteria and criteria for awarding marks</b>	<p>By the end of the semester, each student must upload on the Microsite of the faculty detailed documentation of the semester work.  <a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a>  Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</p> <p>Student’s evaluation is based on the following criteria:</p>

	<ul style="list-style-type: none"> <li>– General knowledge on the subject; notably the main typographic conventions and the main steps in the history of type and typography.</li> <li>– Ability to introduce their work and defend their design choices.</li> <li>– Crafting quality of the design work.</li> <li>– Relevance of the work to briefing.</li> <li>– Quality and clearness of presentation.</li> </ul>
<p><b>Required readings</b></p>	<p>The mandatory reading is <b>Jost Hochuli, Detail In Typography</b> (2008, 1987) available in English, German, Italian, French and many other languages. Students must be familiar with this booklet prior the exam. Other relevant books will be introduced in class and displayed in the reserve collection.</p>
<p><b>Supplementary readings</b></p>	<p>-</p>