

## Syllabus

### Course description

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| <b>Course title</b>      | <b>Typography and Graphics</b>   |
| <b>Course code</b>       | 97019 – Design<br>97069 – Art<br>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 2018/19  |
| <b>Year</b>              | 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup>  |
| <b>Credits</b>           | 5 CP for students enrolled before 2018/19<br>6 CP for student enrolled from 2018/19 onward |
| <b>Modular</b>           | No   |

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| <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<br>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                                     |

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| <b>Course description and specific educational objectives</b> | <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><br/>This course aims at conveying principles and working methods of typography based on technical skills, cultural understanding and design-thinking. In this course, you will explore how typography carries different messages to readers. Students will develop approaches to analyse typographical relationships in a layout and apply information hierarchies to create different types of reading experience.</p> <p>This course also covers the primary considerations for students to develop their first typeface and provide the ground work for making a new font, detailing the go to programs for turning type drawings into a functioning font.</p> |
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|  | <p>This course can be repeated as optional course only if the mandatory exam has been given with another lecturer, other than prof.ac. Benincasa. However, as the maximum number of students defined for the course is 30, students who still have to do the mandatory exam have priority.</p> <p><b>Educational objectives:</b><br/> the acquisition of basic knowledge and skills concerning the technical challenges of design for print</p> <p>the acquisition of knowledge and understanding of design for reading</p> <p>the acquisition of knowledge and understanding of type design</p> <p>the acquisition of basic knowledge concerning the process of design as a problem solving activity</p> <p>Support of personal development</p> |
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| <b>Lecturer</b>                          | Antonino Benincasa<br>office F3.04,<br>e-mail <a href="mailto:antonino.benincasa@unibz.it">antonino.benincasa@unibz.it</a> ,<br>tel. +39 0471 015196,<br>webpage - <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/879-antonino-benincasa">https://www.unibz.it/en/faculties/design-art/academic-staff/person/879-antonino-benincasa</a>                                     |
| <b>Scientific sector of the lecturer</b> | ICAR/13  |
| <b>Teaching language</b>                 | English  |
| <b>Office hours</b>                      | Monday 10:00 – 12:00 (by appointment)  |
| <b>List of topics covered</b>            | <p>principles of micro-typography; principles of macro typography; modular layout grids;</p> <p>editorial design mini-project;<br/>type design mini-project;<br/>design book mini-project;</p> <p>The design book mini-project will be done in collaboration with Arte Merano - Kunst Meran).</p> <p>Students who receive 5 CP will do a reduced editorial design mini-project an required readings.</p> |
| <b>Teaching format</b>                   | Frontal lectures, exercises, projects, discussion groups   |

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| <b>Expected learning outcomes</b> | <p>Knowledge and understanding knowledge of the scientific aspects of design for publishing</p> <p>Making judgements understanding of subject and its cultural conditions, capacity to influence the subject's</p> |
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|   | <p>practical and theoretical evolution</p> <p>Communication skills communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific and theoretical point of view</p>  |
| <p><b>Assessment</b></p>  | <p>Project work and oral: review questions, project solutions according to the written briefing.</p> <p>The exam of this course can be repeated as an optional course only if the mandatory exam has been given with another lecturer, other than prof. Benincasa.</p> <p>Detailed information about the various exercises and the mini-projects are handed out during the course.</p> <p>Not attending students should contact the lecturer within the 1st month of the semester.</p> <p>Students who receive 5 CP will get a slightly different a written briefing. The overall assessment criteria are the same as for the students who receive 6 CP..</p> |
| <p><b>Assessment language</b></p>                                 | <p>English</p>  |
| <p><b>Evaluation criteria and criteria for awarding marks</b></p> | <p><b>Knowledge and understanding</b><br/>Quality and quantity of the contents of the assignments</p> <p><b>Applying knowledge and understanding</b><br/>Quality of the execution of the assignments</p> <p><b>Making judgments</b><br/>Ability to motivate the student's own design choices</p> <p><b>Communication skills</b><br/>Oral presentation of the exercises, ability to synthesize and clarity of ideas</p> <p><b>Learning skills</b><br/>Research and design abilities</p>  |
| <p><b>Required readings</b></p>                                   | <p><b>Typography fundamentals</b></p> <ul style="list-style-type: none"> <li>• Jost Hochuli: Details in typography</li> <li>• Sofie Beier: Reading Letters - Designing for Legibility</li> <li>• Antonia M. Cornelius: Buchstaben im Kopf - Was Kreative über das Lesen wissen sollten, um Leselust zu gestalten</li> <li>• Robert Bringhurst: The Elements of Typographic Style*</li> </ul> <p><b>Type Design fundamentals</b></p> <ul style="list-style-type: none"> <li>• Sofie Beier: Type Tricks - Your Personal Guide to Type</li> </ul>  |

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|                                      | <p>Design</p> <ul style="list-style-type: none"> <li>• Elena Veguillas Valenciano: How to create typefaces: from</li> <li>• Karen Cheng: Designing Type*</li> </ul> <p>* additional readings for students with 6 CP</p> <p>During the course students will be informed which chapters in the different books are of particular importance.</p> |
| <p><b>Supplementary readings</b></p> | <p><b>Reference books- encyclopedia:</b></p> <ul style="list-style-type: none"> <li>• Ralf de Jong, Friedrich Forssman: Detailtypografie</li> <li>• Friedrich Forssman, Hans Peter Willberg: Lesetypografie</li> </ul>   |