

Syllabus

Course description

Course title	Typography and Graphics
Course code	97019 – Design 97069 – Art 97142 – Design and Art
Scientific sector	ICAR/17 - disegno
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2018/19
Year	1 st , 2 nd , 3 rd
Credits	5 CP for students enrolled before 2018/19 6 CP for student enrolled from 2018/19 onwards
Modular	No

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

Course description and specific educational objectives	<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>Course description: This course aims at conveying the main principles and working methods of typography. Based on technical skills, cultural understanding and design-thinking participants are expected to develop towards independent personalities.</p> <p><i>This course can be repeated from students enrolled before 2018/19 as optional course only if the mandatory exam has been given with another lecturer. However, as the maximum number of students defined for the course is 30, students who still have to do the mandatory exam have priority.</i></p> <p>Educational objectives:</p> <ul style="list-style-type: none"> • the acquisition of basic knowledge and skills
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	<p>concerning the technical challenges of design for print</p> <ul style="list-style-type: none"> • the acquisition of knowledge and understanding of design for reading • the acquisition of basic knowledge concerning the process of design as a problem solving activity • Recognize the social responsibility of the design profession • Support of personal development
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Lecturer	Christian Mariacher office F3.04, e-mail christian.mariacher@unibz.it , tel. +39 0471 015104, webpage - https://www.unibz.it/en/faculties/design-art/academic-staff/person/34441-christian-mariacher
Teaching language	English
Office hours	Office hours are normally available in the afternoons following the morning-lectures, please see the timetable online: https://www.unibz.it/en/timetable/
List of topics covered	the sign; details in typography; proportions and grids; layout; picture-text-integration; parts of a magazine, parts of a book; types of reading according to Willberg; headlines and captions; typographic conventions and genres.
Teaching format	Frontal lectures, exercises, projects, discussion groups

Expected learning outcomes	<p><i>Knowledge and understanding</i> knowledge of the scientific aspects of design for publishing</p> <p><i>Applying knowledge and understanding</i> portfolio of work, demonstrate by means of examples that educational contents can be translated into real design projects, basis for professional practice</p> <p><i>Making judgements</i> understanding of subject and its cultural conditions, capacity to influence the subject's practical and theoretical evolution</p> <p><i>Communication skills</i> 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>
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Assessment	<p>Project work and oral: review questions, project solutions according to written briefing; project report (work file).</p> <p>Students who receive 6 CP must hand in some extra work</p>
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Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<p><i>Knowledge and understanding</i> oral evaluation of knowledge of the scientific aspects of design for publishing creativity, skills in critical thinking, ability to summarize in own words;</p> <p><i>Applying knowledge and understanding</i> completeness of portfolio; workfile which illustrates design-process; Relevance to briefing; Quality of craft; Idea; General Impression;</p> <p>Quality of presentation (with simple means!)</p> <p><i>Making judgements</i> oral evaluation of cultural understanding</p> <p><i>Communication skills</i> oral evaluation of communication skills: argue the reasons for their choices and justify them from a formal, technical, scientific and theoretical point of view</p>
Required readings	Relevant literature will be presented in classes and will be published in the reserve collection https://eu.alma.exlibrisgroup.com/leganto/readinglist/lists
Supplementary readings	-