Syllabus
Course description

Course title	**Typography and Graphics**
Course code	97142 – Design and Art
Scientific sector	ICAR/17 - disegno
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2020/21
Year	1st , 2nd, 3rd
Credits	6 CP for student enrolled from 2018/19 onward
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	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. **Course description:** 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 analyze typographical relationships in a layout and apply information hierarchies to create different types of reading experience. **Educational objectives:** • the acquisition of basic knowledge and skills concerning the technical challenges of design for print • the acquisition of knowledge and understanding of how a designer can make text optimally readable, with a special focus on the field of editorial design • the acquisition of knowledge and understanding of typography, typefaces and it's use in a layout

	• the acquisition of basic knowledge concerning the process of design of experiential typography

Lecturer	Antonino Benincasa office F3.04, e-mail antonino.benincasa@unibz.it, tel. +39 0471 015196, webpage - https://www.unibz.it/en/faculties/design-art/academic-staff/person/879-antonino-benincasa
Scientific sector of the lecturer	ICAR/13
Teaching language	English
Office hours	Wednesday morning 8.00-10.00. In order to avoid overlapping the exact time of the appointment shall be arranged by email.
List of topics covered	**Principles of micro-typography**: micro-typography describes the typeface and its usages. E.g. Typesetting for optimized readability, Kerning, Tracking, Widows, Orphans, Runts, Hyphenation. **Principles of macro-typography:** macro-typography describes the overall visual complexity of a graphic design work or layout. E.g. modular layout grids; book & magazine type area, book binding, choosing a font. **Advanced InDesign skills:** A series of practice-based exercises that teach the usage of typographic-technical software techniques, in order to enable students to use the typographic-theoretical knowledge, acquired in the field of typography, in a practice-oriented manner. **Principles book binding:** A practice-based book binding workshop within a mini-course module, held in close cooperation with the bookbinding workshop (stich-binding). **Principles layout & editorial design:** A book design project. To be developed by the end of the course. Students who receive 5 CP will do a reduced »in classroom« exercises. • These exercises & assignments must be uploaded in the Teams-Channel of the Course.
Teaching format	• The teaching activity is organized around a series of frontal lectures and hands-on exercises. The practical exercises will partly be taking place (and critiqued) in the

	classroom.
	• The teaching format attempts to give the practical exercises as much space as possible to take place and to be concluded during the classroom time.

Expected learning outcomes	
	Disciplinary competence
	Knowledge and understanding skills
	• Knowledge of the technical-cultural (design) issues related to typography
	• Knowledge of basic technical-cultural (design) issues related to graphic design
	• Knowledge of basic issues aimed at the conceptual analysis and the design of a layout-project, concerning typographic and graphic design
	Applying knowledge and understanding
	• Reaching the necessary ability to analyse, conceive and develop a typography and graphic design project
	Transversal competence and soft skills
	• Judgment autonomy arising in the coherence of the design decisions taken in regards to the design assignments proposed by the exercises.
	Communication skills
	• 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.
	• Presenting on a professional level – in form of an editorial design work, verbally or in written form – one's own design project.
	• 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.

	Learning skills acquired through the application of the design issues examined during the frontal lectures in regards to cultural, formal-aesthetic and technical aspects.

Assessment	**The exam consists of:** • <u>Print-out</u> & book-binded hard copy, of the Editorial Design Project. • Two copies of the printed Editorial Design Project must be delivered for the exam. • <u>Uploaded</u> to the Showcase Website of the Faculty of the Editorial Design Project; is mandatory. • Upload of min. 8 JPG's of the printed book are required. The photos might be taken in the photography-workshop of the Faculty or alternatively via a PSD Book-Mockup. • A PDF of the complete book must be uploaded. • An Abstract (project description) of 500-1000 signs max. including spaces, must be uploaded. • Detailed information about the various exercises and the editorial design project are handed out during the course. • 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. • Students who receive 5 CP will get a slightly different quantity of the »in classroom« exercises/assignments. The overall assessment criteria are the same as for the students who receive 6 CP. • Upload of all the »in class exercises & assignments« produced during the semester is mandatory. • Not attending students must contact the lecturer within the 1st month of the semester (end of April). All students wishing to take the examination as an 'OPT' must agree the examination program with the lecturer.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	• By the end of the semester each student must upload detailed documentation of the semester's work to the faculty website. http://portfolio.dsgn.unibz.it/wp-admin

	• The documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project. (see assessment/showcase) • The final assessment is based on the editorial Design Project and will be judged according to the following criteria: • analytical and observational capacity of the student (abstract) • completeness and coherence of the project ideas clarity in presenting the process that led to to the design choices and it's typographic coherence. • technical and formal-aesthetic characteristics of the artwork.

Required readings	**Typography fundamentals** • Jost Hochuli: Details in typography • Robert Bringhurst: The Elements of Typographic Style.
Supplementary readings	• Antonia M. Cornelius: Buchstaben im Kopf - Was Kreative über das Lesen wissen sollten, um Leselust zu gestalten • Sofie Beier: Reading Letters - Designing for Legibility • Jan Middendrop: Shaping Text. **Reference books- encyclopedia:** • Ralf de Jong, Friedrich Forssman: Detailtypografie • Friedrich Forssman, Hans Peter Willberg: Lesetypografie