GVC307 - ADVANCED TYPOGRAPHY

Course Title	**ADVANCED TYPOGRAPHY**				
Course Code	**GVC307**				
Course Type	Required				
Level	Bachelor				
Year / Semester	3rd Year / 5th Semester				
Teacher's Name	Demetris Kokkinolambos, Costas Mantzalos, Savvas Xinaris				
ECTS	6	Lectures / week		Laboratories / week	3
Course Purpose	This is an advanced typography course, which aims to: • Identify and examine editorial design conventions/practice and evaluate their relevance to current forms of visual communication. • Evaluate the observed visual relationships between word and image within acceptable design parameters, and develop an intellectual understanding of design in relation multi-page editorial documents • Produce editorial work, which suitably demonstrates an ability to use and specify appropriate technology/media. • Recognize the use of typography as a translation vehicle from a written text and utilize the importance of type as image • Develop an advanced level of understanding through the use of type in relation to legibility and readability for a continuous text, taking into consideration the various levels of communication; conceptual thinking, visual impact, grid systems, typographic freshness and printing techniques.				
Learning Outcomes	Upon successful completion of the course, students should be able to: • further their sensitivity to the formal qualities of letterforms. • refine technical skills for hand and digital type, text and image				

	composition. - gain broader experience in the selection and arrangement of type for effective legibility and readability. - apply design skills regarding organizing various visual elements taking into account issues of legibility, layout, constraints of type and color, flowing text, consistency etc. - enhance skills for shaping verbal messages through typographic design. - explore the expressive range of typography as a primary visual, illustrative element. - develop, compose, and produce an extended editorial project		
Prerequisites	GVC212	Corequisites	-
Course Content	**Analytical and creative thinking in designing with typography:** Advance the conceptual meaning with the use of typography, stressing communication skills with the use of emotional and intuitive typographic designs. Understand and analyze the brief to an Editorial Project. Attend and generate new and fresh visual ideas to a Creative Brainstorming Session. Interpret in visual form the meaning of typography, text and image. Utilize and implement editorial visual work with emphasis in individuality, design experimentation and personal expression. Visualize and communicate ideas with conceptual thinking in mind, graphic elements and typography as the driving force to achieve a unique and fresh result for a proposed editorial composition. **Research for understanding visually in designing with text, image and concept:** Attend and analyze a new brief project involving editorial design. Stress and understand issues such as legibility and readability of continuous text as well as the importance of type as image. Experiment with continuous text in multiple page booklet designs with the creative use grid and graphic elements. Give special attention to visual problem issues such as readability, flow of reading, grid systems and uniformity in designing editorial projects. Appreciate process in design through sketching and layout techniques. Utilize image making that they have been		

	introduced with special attention to editorial layout as a means of expression.
	Production, presentation and communication, using printing and binding techniques: Give great attention to printing techniques and finalizing small scale editorial projects with the selection of paper. Give great attention to binding techniques, which will be demonstrated and explained. Give great attention to production and presentation of final visual product. Explain, defend, and initiate discussion and/or debate. Communicate visually. Convince through attention to detail, structure, printing technique, presentation level and professionalism. The importance of making and handling difficult, large-scale tasks employing interactivity, creativity and ingenuity. The role of interdisciplinary skills in achieving a high level of production.
	The integrated approach to the theory and practice of the course will also enable the students to extend their technical skills and ability to use typography within a range of media.
Teaching Methodology	Extended project briefings, practical workshops, exercises, illustrated lectures and group critiques. Student centered practical work, personal research, realization and manipulation in project work.
	Creative use of computer/digital based skills and hand skills such as photography, illustration and print, electronic image/type via Apple Macintosh or PC hardware and software can lead to alternative and unique visual solutions. Creative use of computer design software, along with hand skill methods and mediums such as illustration, sketching, drawing, photography and styling etc. are also part of learning activities. Also, presentations, briefing and related written material are available on e-learning engine. The outcome is always enriched through visual research and reading.
Bibliography	*Bibliographical References:*
	- *Graphic Design Now*, Charlotte & Peter Fiel, 2005 Taschen. - *The Case for Legibility,* J. Ryder, London, The Bodley Head, 1979.

	- Visual Arts in the 20th century, Edward Lucie-Smith, 1996 Laurence King Publishing.
	- *Making and Breaking the Grid: A Graphic Design Layout Workshop*, Timothy Samara, Rockport, 2005.
	- *Typeface: Classic Typography for Contemporary Design*. Tamye Riggs, James Grieshaber. Princeston Architectural Press. 2009.
	- *Type and Typography,* Baines, Watson-Guptill, 2005.
	- *Grid systems: Principles of Organizing Type,* Elam K., Princeton Architectural Press, 2004.
	- *The Grid Book*, Higgins, H. B., MIT Press, 2009.
	- *Designing with Type: A Basic Course in Typography.* James Craig. Watson Guptill. 1999.
	- *Typography,* Emil Ruder, Arthur Niggli Ltd, Switzerland, 1982 4th revised edition.
	- *A Type Primer,* 2nd edition, John Kane. Pearcon Prentice Hall, 2011.
	- Thinking with Type: A Critical Guide for Designers. Ellen Lupton. Cronicle Books, 2014.
	- *Type Rules; the designer's guide to professional typography*, Ilene Stizver, John Wiley and sons, 2010.
	- *The 3D Type Book,* Tomi Vollauschek, Agathe Jacquillat, FL@33, Paperback, 2011, 3dtype.com

Assessment	Overall, the course is evaluated as follows:
	
	Final Assessment 34%
	   • Design Intelligence 40%,
	   • Research and Methodology 20%,
	   • Experimentation and Analysis 20%
	   • Time management and Presentation 20%
	
	Course work 66%*
	   • Interim Critique 33%
	   • Final Critique 33%
	Specific requirements for given projects and the assessment criteria are written down on project briefs that are handed out to students.

	The Assessment methodology, which is mainly employed in this course and generally in the program is the one that is intended for learning. This is a continuous array of assessments used to help students learn. Additionally, periodic assessments are also used to verify that they did, in fact, meet prescribed academic achievement standards. Assessment, which is continuous and relies primarily in process is used far more than merely a source of evidence for grading, but also to build student confidence, motivation, and engagement in their learning. In other words, assessment isn't merely an index of the amount learned—it can also be the reason of that learning.
Language	English