

Course Syllabus

1. **Program of Study:** Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: Mahidol University International College
2. **Course Code:** ICCD 240
Course Title: Typography I
3. **Number of Credits:** 4 (0-8-4) (Lecture-Lab-Self study)
4. **Prerequisite(s):** ICCD 230
5. **Type of Course:** Required Course
6. **Trimester/Academic Year:** Trimester I / Year 2
7. **Conditions:** Enrollment cap: 20 students
8. **Course Description:**
Study of the use of typography in the overall design concept: type as communicative and creative element, organizational skills necessary for clear communication, and formative aspects of typographic symbols and arrangement.
9. **Course Objectives:**
After successful completion of this course, students will be able to:
 - 9.1 Understand the evolution of letterforms and the history of typography.
 - 9.2 Understand the structure of letterforms and categorize differences and similarities between typefaces.
 - 9.3 Understand the relationship between typographic form and the conveyance of information.
 - 9.4 Understand typographic composition and visualize typographic ideas in designing informational communication.
 - 9.5 Promote and support ideas through critical evaluation and reasoning.
 - 9.6 Use current terminology related to printing and digital processes and production.
 - 9.7 Understand the design process: design problem-solving and solution-seeking.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self study	
1	Intro to Graphic Design; Typography	0	8	4	DB
2	Lecture - History and Anatomy of Type Lab - Assign project#1, Critique and work session for project#1	0	8	4	DB
3	Lecture - Type Spacing Lab - Critique and work session for project#1	0	8	4	DB
4	Lecture - Principle of 2D for Typographic Composition Lab - Assign project#2, Critique and work session for project#2	0	8	4	DB
5	Lecture - Readability and Legibility Lab - Critique and work session for project#2	0	8	4	DB
6	Lecture - Typographic Composition and Information Lab - Assign project#3, Critique and work session for project#3	0	8	4	DB
7	Lecture - Typographic Arrangement Lab - Critique and work session for project#3	0	8	4	DB
8	Lab - Critique and work session for project#3	0	8	4	DB
9	Lecture - Icon, Symbol, Sign, Logo, Mark and their Relationship to Typographic Composition Lab - Assign project#4	0	8	4	DB
10	Lecture - Typographic Syntax Lab - Critique and work session for project#4	0	8	4	DB
11	Lab - Critique and work session for project#4	0	8	4	DB
12	Final Exam				
Total		0	88	44	

11. Teaching Methods

- 11.1 Lecture/Lab operation
- 11.2 Group discussion and critique session
- 11.3 Self-study

12. Teaching Media

- 12.1 Textbook
- 12.2 Supplementary handouts

- 12.3 Presentation of images
- 12.4 Visual references

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

- 13.1 Understand the evolution of letterforms and the history of typography.
- 13.2 Understand the structure of letterforms and categorize differences and similarities between typefaces.
- 13.3 Understand the relationship between typographic form and the conveyance of information.
- 13.4 Understand typographic composition and visualize typographic ideas in designing informational communication.
- 13.5 Promote and support ideas through critical evaluation and reasoning.
- 13.6 Use current terminology related to printing and digital processes and production.
- 13.7 Understand the design process: design problem-solving and solution-seeking.

Student achievement will be evaluated by means of:

Projects and Exercises	80%
Presentation and Participation in Class	
Discussions and Critiques	20%
Total	100%

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

Textbook:

Carter, R., Day, B., & Meggs, P. (2002). *Typography design: Form and communication*. New Jersey: John Wiley & Son, Inc.

Others:

- 1) Craig, J. (1990). *Basic typography a design manual*. New York: Watson-

Guptill Publications.

- 2) Craig, J. & Bevington, W. (1999). *Designing with type: A basic course in typography*. New York: Watson-Guptill Publications.
- 3) Friedl, F. , Ott, N. & Stein, B. (1998). *Typography: An encyclopedic survey of type design and techniques throughout history*. New York: Black Dog & Leventhal Publishers, Inc.
- 4) Hendel, R. (1998). *On book design*. New York: Thomson-Shore.
- 5) Hoftmann, A. (1965). *Graphic design manual: Principles and practice*. New York: Van Nostrand Reinhold.
- 6) McCreight, T. (1996). *Design language*. New York: Brynmorgen Press, Inc.
- 7) Megg, P. (1992). *A history of graphic design*. New York: Van Nostrand Reinhold.
- 8) Ruder, E. (2001). *Typographie*. Switzerland: Heer Druck AG.
- 9) Spiekermann, E. & Ginger, E. M. (1993). *Stop stealing sheep and find out how type works*. California: Adobe Press.
- 10) Wong, W. (1972). *Principles of two-dimensional design*. New York: Van Nostrand Reinhold.

16. Instructor

Lect. Dynaya Bhutipunthu
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17. Course Coordinator

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