

Course Syllabus

1. **Program of Study:** Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: Mahidol University International College
2. **Course Code:** ICCD 241
Course Title: Typography II
3. **Number of Credits:** 4 (0-8-4) (Lecture-Lab-Self study)
4. **Prerequisite(s):** ICCD 240
5. **Type of Course:** Required Course
6. **Trimester/Academic Year:** Trimester III / Year 2
7. **Conditions:** Enrollment cap : 18 students
8. **Course Description:**
An advanced study of typography: the analysis of the perceptual aspects of type, the exploration and clarification of typographic variables, the logical issues of planning and organizing paginated and information systems (2D and 3D).
9. **Course Objectives:**
After successful completion of this course, students will be able to:
 - 9.1 Understand the structure of type in a paginated context.
 - 9.2 Understand and apply the principles of typographic composition, design information delivery systems and visualize the communication potential inherent in different approaches to designing with type .
 - 9.3 Understand the effects of textural differences created by text set in different typefaces according to different typographic variables.
 - 9.4 Understand the relationship between typographic form and the conveyance of information.
 - 9.5 Put typography in a historical perspective and understand the identity of design.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self study	
1	Intro to Typography II	0	8	4	Permsak S.
2	Lecture – Typographic Variables Lab - Assign project#1, Critique and work session for project#1	0	8	4	Permsak S.
3	Lecture – Experimental Typographic Composition Lab - Critique and work session for project#1	0	8	4	Permsak S.
4	Lecture – Publication Design Lab - Assign project#2, Critique and work session for project#2	0	8	4	Permsak S.
5	Lecture – Paginated System Lab - Critique and work session for project#2	0	8	4	Permsak S.
6	Lecture – Type Treatment for Information Graphics Lab - Assign project#3, Critique and work session for project#3	0	8	4	Permsak S.
7	Lecture – Information System (2D and 3D) Lab - Critique and work session for project#3	0	8	4	Permsak S.
8	Lab - Critique and work session for project#3	0	8	4	Permsak S.
9	Lecture – Basic Environmental Graphics Lab - Assign project#4	0	8	4	Permsak S.
10	Lecture – Sign System Lab - Critique and work session for project#4	0	8	4	Permsak S.
11	Lab - Critique and Work session for Project#4	0	8	4	Permsak S.
12	Final Exam				
Total		0	88	44	

11. Teaching Methods

- 11.1 Lecture
- 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 structure of type in a paginated context.
- 13.2 Understand and apply the principles of typographic composition, design information delivery systems and visualize the communication potential inherent in different approaches to designing with type.
- 13.3 Understand the effects of textural differences created by text set in different typefaces according to different typographic variables.

- 13.4 Understand the relationship between typographic form and the conveyance of information.
- 13.5 Put typography in a historical perspective and understand the identity of design.

Student achievement will be evaluated by means of:		
Projects and Exercises	80%	
Presentation and Participation in 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:

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

Craig, J. & Bevington, W. (1999). *Designing with type: A basic course in typography*. New York: Watson-Guptill Publications.

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.

Hendel, R. (1998). *On book design*. New York: Thomson-Shore.

Hoftmann, A. (1965). *Graphic design manual: Principles and practice*. New York: Van Nostrand Reinhold.

McCreight, T. (1996). *Design language*. New York: Brynmorgen Press, Inc.

Megg, P. (1992). *A history of graphic design*. New York: Van Nostrand Reinhold.

Ruder, E. (2001). *Typographie*. Switzerland: Heer Druck AG.

Spiekermann, E. & Ginger, E. M. (1993). *Stop stealing sheep and find out how type works*. California: Adobe Press.

Wong, W. (1972). *Principles of two-dimensional design*. New York: Van Nostrand Reinhold.

16. Instructors

Lect. Permsak Suwannatat
Mahidol University International College

17. Course Coordinator

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