



DV341 Typographic (3Cr.)

Course Code	DV341	Course Title	Typographic	Cr.hr.	3
Pre-Requisite		Course Title		Cr.hr.	3
Teaching Type		Time	Section1/2: Sun-Tus, 08:30am-11:30/11:30am-2:30pm Section3/4: Mon- Wed, 08:30am-11:30/11:30am-2:30pm		
Class Room	Lab.	Semester	First 2023-2024		
Instructors	Dr. Laila Ibrahim		Emails: librahim@just.edu.jo		

Course Description:

The course introduces students to critical aspects of typographic design. The course focuses on the history of type and the technical execution of lettering for reproduction, problem-solving and aesthetic use of display and text type, creative thinking, along with prescribed techniques and media.

Course Objective

- Students will gain experience in the fundamentals of typography.
- Through starting with simple exercises to introduce students to primary concepts, then building cumulatively on the knowledge and experience gained with each successive assignment. Emphasis will be placed on developing visual sensibilities, mastery of typographic vocabulary and the ability to conceive and express ideas.
- Students will become familiar with the optical qualities of letterforms and their arrangement in space, then build on this knowledge to develop an understanding of informational hierarchy and composition. Projects will consist of studies, which will be compiled into a portfolio.
- A binder (Process Book) demonstrating the semester's progress will also be presented

Topical Outlines:

1. Understanding and use of basic visual communication principles and processes (20%).
2. Understanding of and ability to use basic research and analysis procedures and skills. (20%).
3. Functional knowledge of professional design practices and processes (60%)

Student Performance Criteria (SPCs)/addressed: (Based on NASAD Standards 2022/2023) for Communication Design:

- b. (1/2/7) Understanding and use of basic visual communication principles and processes. (50%).
- f. (1/4) Understanding of and ability to use basic research and analysis procedures and skills. (50%).

Course Learning Outcomes (CLOs): At the end of the course, the student will be able to:

1. Understand & Apply: Develop strategies for planning, producing, and disseminating visual communications effectively. (CLO1) 10%
2. Analyze & Evaluate: Use creative approaches and critical thinking to identify communication opportunities and propose solutions. (CLO2) 40%
3. Create & Implement: Apply design principles (typography, motion, color, etc.) to create spatial, temporal, and interactive visual communication projects. (CLO3) 30%
4. Research & Justify: Support design decisions with research findings and present well-justified design proposals. (CLO4) 20%

Course Outline:

Week	Day	Date	Tasks	Mark	CLO's
1	Sun. & Tue.	Oct. 06 & 08	Course policy and syllabus Introduction for Course		
	Mon. & Wed	Oct. 07 & 09			
2	Sun. & Tue.	Oct. 13 & 15	Explanation and detail in the classifications of letters Assignment - 1 (character classification) Typeface classification practice		CLO.1/2.5% CLO.4/2.5%
	Mon. & Wed	Oct. 14 & 16			
3	Sun. & Tue.	Oct. 20 & 22	Explanation and detail in the Terminology and Anatomy of Typography Assignment - 2 The student has to answer direct questions about the anatomy of letters.		CLO.1/2.5% CLO.4 /2.5%
	Mon. & Wed	Oct. 21 & 23			
4	Sun. & Tue.	Oct. 27 & 29	Start to Create Latin Letter		
	Mon. & Wed	Oct. 28 & 30	Review students' work		
5	Sun. & Tue.	Nov. 03 & 05	Review students' work project 1 Submission of a Latin letter design project		
	Mon. & Wed	Nov.04 & 06			CLO.1/2.5% CLO.2 /12.5% CLO.3/2.5% CLO.4/2.5%

6	Sun. & Tue.	Nov. 10 & 12	Explanation and detail in the Rules of Arabic Alphabet Assignment - 3	60%	CLO.3/2.5% CLO.4/2.5%
	Mon. & Wed	Nov. 11 & 13	Each student will create Arabic letters based on the grid system and building unit.		
7	Sun. & Tue.	Nov. 17 & 19	Review students' work		
	Mon. & Wed	Nov. 18 & 20			
8	Sun. & Tue.	Nov. 24 & 26	Review students' work project 2 Submission of a Arabic letter design project		CLO.1/2.5% CLO.2 /12.5% CLO.3/2.5% CLO.4/2.5%
	Mon. & Wed	Nov. 25 & 27			
9	Sun. & Tue.	Dec. 01 & 03	Assignment - 4 Create guidelines that reflect the correspondence of Arabic and Latin letters and convey consistency visually.		CLO.3 /2.5% CLO.2/2.5%
	Mon. & Wed	Dec. 02 & 04	Creating 3D bilingual letters and animating them in a short motion Video that tells the story of the letter's inspiration using morphing effects		
10	Sun. & Tue.	Dec. 08 & 10	Review students' work		
	Mon. & Wed	Dec. 09 & 11			
11	Sun. & Tue.	Dec. 15 & 17	Draft ideas for final project (themes, art direction)		
	Mon. & Wed	Dec. 16 & 18			
12	Sun. & Tue.	Dec. 22 & 24	Review students' work		
	Mon. & Wed	Dec. 23 & 25	Review students' work		
13	Sun. & Tue.	Dec. 29 & 31	Review students' work		
	Mon. & Wed	Dec. 30 & Jan. 01			

14	Sun. & Tue.	Jan. 05 & 07	exercise : implementing posters using arabic & Latin Typefaces Bilingual typography exercise : create bilingual designs		
	Mon. & Wed	Jan. 06 & 08			
15	Sun. & Tue.	Jan. 12 & 14	Final project	40%	CLO.2/12.5% CLO.3/20% CLO.4/7.5%
	Mon. & Wed	Jan. 13 & 15			

Evaluation:

Assess. No.	Type	Task	Start Week	Sub Week No.	Submission Date	Weighting of Assessments	Total
Assignment - 1	A4 Sheets	character classification.	Week 2	Week 2	Oct. 13 & 16	5%	5%
Assignment - 2	A4 Sheets	Anatomy of Typography	Week 3	Week 3	Oct. 20 & 23	5%	5%
project 1	A4 Sheets	Submission of a Latin letter design project	Week 5	Week 5	Nov. 03 & 06	20%	20%
Assignment - 3	A4 Sheets	Each student will create Arabic letters based on the grid system and building unit.	Week 6	Week 6	Nov. 10 & 13	5%	5%
project 2	A4 Sheets	Submission of a Arabic letter design project	Week 8	Week 8	Nov. 24 & 27	20%	20%
Assignment - 4	A5 Sheets	Create guidelines that reflect the correspondence of Arabic and Latin letters and convey consistency visually.	Week 9	Week 9	Dec. 01 & 04	5%	5%
Final project	motion typography - A1 Poster.	create bilingual designs	Week 15	Week 15	Jan. 12 & 15	40%	40%
Total						100%	100%

General Notes:

• Exams	There are 4 Assignment and 2 exams, and final exam
• Cheating	Cheating is not tolerated and against the university rules. Cheating will result in failing the course and reporting the incident to the dean of the college of architecture and design.

• Attendance	Attendance is obligatory; the allowable absence is 10% of the contact time.
• Submission of Assignments	<ul style="list-style-type: none"> • All work must be submitted on time. • Late submissions will not be accepted and will not be evaluated. • All assignments should be individually developed. There will be no "team" assignments. • Assignments are normally to be submitted before the next course assignment starts. • Each assignment builds on the previous one, so in case of not submitting an assignment on time, it will be the student's responsibility to catch up and finish the upgraded assignment to continue for the new assignment.
• Participation	• Participation is highly appreciated and encouraged

Textbooks:

- **Thinking with Type**, A Critical Guid for Designers, Writers, Editors & Students.
- **The understanding by design guide**, to Creating High-Quality Units.
- **Typographic Design**, Form and Communication, by Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa, Mark Sanders.
- **Typography**, The arrangement, Style and appearance of Type and Typefaces.
- **WHY FONT MATTER**, Sarah Hyndman.

Online resources and websites:

- Typeface Classification: [Typography Basics: Typeface Classification | FREE COURSE](#)
- [Beginning Graphic Design: Typography](#)
- <https://type-ed.com/resources/rag-right/2017/10/18/3-steps-to-great-typeface-pairs>
- [When to Use Each Font Type \(and When Not\)!](#)

..... Good Luck