

| Basic data of the subject | | | |
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| Academic Unit: | Faculty of Applied Arts | | |
| Subject title: | Typography | | |
| Level: | Bachelor | | |
| Subject status: | Mandatory | | |
| Years of study: | 1 | | |
| Number of hours per week: | 3 | | |
| Value of credits - ECTS: | 4 | | |
| Lecturer of the subject: | M. A. Florit Hoxha | | |
| Contact details: | florit.hoxha@ushaf.net | | |
| Subject description: | <p>In this subject will be treated the history of typography since the beginning of humanity. At the beginning of history, initially, there have been appeared the Hieroglyphs, followed by the calligraphy that was mostly used in Islamic art and then we continue to typography.</p> <p>Typography is a continuation of the hieroglyphs and calligraphy. Will be learnt typography of letters as serif and sanserif. In this subject the student will take knowledge in font types that occupy important places in the graphic design industry, then we continue to the influence of typography in graphic design and multimedia.</p> | | |
| Purpose of subject: | <p>The purpose of the subject is to get acquainted with the typography history, to reach knowledge of the types of letters and their separation, as well as the influence of typography on design and multimedia.</p> | | |
| Expected learning outcomes: | <p>After the successful completion of this subject the student will be able to:</p> <ul style="list-style-type: none"> • Analyze and understand the typography development processes, • Know well the types of fonts, • Apply typography in design, • Assess typography as a key factor in graphic design. | | |
| Contribution to student workload (which should correspond to the students learning outcomes) | | | |
| Activity | Hours | Days/week | Total |
| Lectures | 2 | 15 | 30 |
| Theoretical / laboratory exercises | 1 | 15 | 15 |
| Practical work | | | |
| Contacts to the Lecturer / | 2 | 2 | 4 |

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| Consultations | | | |
| Field exercises | | | |
| Tests, student seminars | | | |
| Home work | 2 | 12 | 24 |
| Time of self-study (in the library or home) | 2 | 14 | 28 |
| Final preparation for the exam | | | |
| Time spent in assessment (tests, quiz, final exam) | 2 | 1 | 2 |
| Projects, presentations, etc. | 2 | 1 | 2 |
| Total | | | 105 |
| Teaching methodology: | Lectures, individual work, seminary work, discussions, team work | | |
| Assessment methods: | 30% Seminary work 10% Presentation 60% Final exam | | |
| Literature | | | |
| Basic literature: | Ellen lupton, Thinking with type. | | |
| Additional literature: | Emil Ruder, <i>Typographie</i> | | |
| Designed plan of teaching: | | | |
| Weeks | Lecture to be held | | |
| <i>Week 1:</i> | <i>Typography</i> | | |
| <i>Week 2:</i> | <i>Monster fonts</i> | | |
| <i>Week 3:</i> | <i>Anatomy of typography</i> | | |
| <i>Week 4:</i> | <i>Size, space and font weight</i> | | |
| <i>Week 5:</i> | <i>Classification of letter types</i> | | |
| <i>Week 6:</i> | <i>Families of letters</i> | | |
| <i>Week 7:</i> | <i>Big and small letters</i> | | |
| <i>Week 8:</i> | <i>Repetition</i> | | |
| <i>Week 9:</i> | <i>Logo types and labeling</i> | | |
| <i>Week 10:</i> | <i>Type on display</i> | | |
| <i>Week 11:</i> | <i>Bitmap typography</i> | | |
| <i>Week 12:</i> | <i>Dizenjimi i tipit të shkronjave</i> Design of letter's type | | |
| <i>Week 13:</i> | <i>The power of writting</i> | | |
| <i>Week 14:</i> | <i>Typography on graphic design</i> | | |
| <i>Week 15:</i> | <i>Typography on multimedia</i> | | |
| Academic Policies and Rules of Conduct: | | | |
| <i>Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.</i> | | | |