Basic Course Information	
Academic unit:	**Faculty of Applied Arts**
Course title:	**Typography**
Level:	**Bachelor**
Course status:	**Compulsory**
Year of studies:	**1**
Number of hours per week:	**3**
Credit value – ECTS:	**4**
Course description	This course addresses the history of typography from the beginning of human history. At the beginning of history, hieroglyphs first appeared, followed by calligraphy, which was most widely used in Islamic art, and then we move on to typography. Typography is a continuation of hieroglyphs and calligraphy. Serif and sans-serif letter typography will be studied. In this course, students will have the opportunity to become familiar with the types of fonts that occupy an important place in the graphic design industry, and we will move on to the influence of typography on graphic design and multimedia.
Course objectives:	The aim of the course is to become familiar with the history of typography, to gain knowledge of the types of letters and their classification, as well as the influence of typography on design and multimedia.
Expected learning outcomes:	Upon successful completion of this course, the student will be able to: • Analyze and understand the processes of the development of typography. • Know the types of fonts well. • Apply typography in design. • Evaluate typography as a key factor in graphic design.

Contribution to the student workload (which should correspond to the student learning outcomes)

Activity	Hours	Days/weeks	Total
Lectures	2	15	30
Theoretical/laboratory exercises	1	15	15
Practical work			
Contacts with the teacher/consultations	2	2	4
Field exercises			
Colloquia, seminars			
Homework	2	12	24
Student independent study time (in the library or at home)	2	12	24
Final preparation for the exam			

Time spent on assessment (tests, quiz, final exam)	1	1	1
Projects, presentations, etc.	3	1	2
Total			100

Teaching methodology:	Lectures, individual work, seminar papers, discussions, group work.
Assessment methods:	30% Seminar paper 10% Presentation 60% Final exam
Literature	
Basic literature:	Ellen Lupton, Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students, 2nd ed., Princeton Architectural Press, 2010.
Additional literature:	Emil Ruder, Typographie: A Manual of Design, Verlag Niggli, 1967.
Designed teaching plan:	
Week	Lecture to be delivered
Week 1:	Letters – introduction to typography
Week 2:	History of letters and the origin of typography
Week 3:	Anatomy of letters
Week 4:	Size, spacing and weight of letters
Week 5:	Classification of typefaces
Week 6:	Font families
Week 7:	Uppercase and lowercase letters
Week 8:	Review and practical exercises
Week 9:	Logotypes and labeling
Week 10:	Typography on screen (digital)
Week 11:	Bitmap typography
Week 12:	Typeface design
Week 13:	The expressive power of typography
Week 14:	Typography in graphic design
Week 15:	Typography in multimedia
Academic policies and rules of conduct:	
Regular attendance, maintaining silence, and active engagement in dialogue during lectures and exercises are mandatory.	