

## MODULE/COURSE HANDBOOK

Typography						
Module/ Course Title		Student Workload	Credits (ECTS)	Semester	Frequency	Duration
Typography		3 Credits x 16 meetings x 170 / 60 = 136 hours/ Semester	3 Credits x 1.59 = 4,77 ECTS	7	16 meetings (include Mid-term Exam and Final Exam)	16 meetings
1	<b>Type of course</b> <ul style="list-style-type: none"><li>• Experience</li><li>• Lecture-Lab</li><li>• Studio</li></ul>		<b>Practice Lecture</b>  28,55 x (3 Credits x 1.59) = 136,18 hours/Semester			<b>Class size</b>  30 students
2	<b>Prerequisites for participation (if applicable)</b>					
3	Learning outcomes (PLO+CLO)  PLO-3 Develop logical, critical, systematic and creative thinking when doing specific tasks in their area of competence and in compliance with the appropriate work competency requirements. PLO-9 Capable of designing, implementing, and developing artistic skills to produce innovative works, media, and learning resources for educational and entrepreneurial purposes.  CLO-1 Students are able to analyze and compare the processes and techniques of manual and digital letterform creation, and subsequently design and produce innovative typographic works. CLO-2 Students are able to design concepts and develop letterforms and arrangements creatively and innovatively for application in art education.					
4	<b>Subject aims/content</b> This course is about understanding letters as the main element of typography, which plays a crucial role as the main component in creating communicative and aesthetic works of art and graphic design. It also focuses on mastering various types and characteristics of letters to be applied in specific arrangements and needs. The course emphasizes both theoretical understanding and practical work, with a focus on applying					

	<p>typography effectively in design projects.</p> <p>The course will cover the history and evolution of typography, starting with the basics of letterforms, their anatomy, and classifications such as serif, sans-serif, script, and display fonts. Students will study the different characteristics of typefaces, including weight, width, contrast, and spacing, and how these elements affect the readability and visual appeal of design works. Key topics will also include the principles of typographic composition, such as hierarchy, alignment, and proportion, which are essential for creating effective communication in graphic design. Additionally, the course will explore the role of typography in various design contexts, from print materials like books and posters to digital platforms like websites and mobile apps, providing students with a comprehensive understanding of typography's practical applications.</p> <p>By the end of the course, students will demonstrate a solid understanding of typography, including the ability to identify and classify different types of letters and typefaces based on their characteristics. Students will also be able to apply typographic principles in creating visually appealing and effective designs, demonstrating an understanding of how typography influences readability and communication. The final output will include a portfolio of design projects where students have applied their knowledge of typography, such as creating typographic compositions for print and digital media, with a focus on aesthetic and functional use of type. The course's practical approach will allow students to develop hands-on skills in typography, culminating in the creation of professional-level design works.</p>
5	<p><b>Teaching methods</b> Interactive lecture, <b>project-based learning</b>, role plays and simulations</p> <p>Guided instruction, project based learning</p>
6	<p><b>Assessment methods</b> Project assessment(Design), portfolios of students work, presentation</p>
7	<p><b>This module is used in the following study program/s as well</b> Undergraduate program</p>
8	<p><b>Module Coordinator</b> Khoirul Amin, S.Pd., M.Pd. Aqim Amral Hukmi, S.Pd., M.Pd.</p>
9	<p><b>Reference</b> Major</p> <ol style="list-style-type: none"> <li>1. Bosler, D. (2024). <i>Mastering Type: The essential guide to typography for print and digital design</i>. Bloomsbury Publishing.</li> <li>2. Toffaletti, L. (2022). <i>The Art of Calligraphy Letters: Creative Lettering for Beginners</i>. Mango Media Inc..</li> <li>3. Brideau, K. (2021). <i>The Typographic Medium</i>. MIT Press.</li> <li>4. Hill, W. (2023). <i>Space as Language: The Properties of Typographic Space</i>. Cambridge University Press.</li> <li>5. Hunt, R. (2020). <i>Advanced Typography: From Knowledge to Mastery</i>. Bloomsbury Publishing.</li> <li>6. Bartal, O. (2013). Text as Image in Japanese Advertising Typography Design. <i>Design Issues</i>, 29(1), 51–</li> </ol>

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