



COURSE INFORMATION FORM

SEMESTER SPRING

COURSE CODE	141312005	COURSE NAME	Text and Typography
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
3	3	0	0	3	3	Compulsory	Turkish

CATEGORY OF COURSE				
Basic Education	Art	Design	Visual Communication	Social Science

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Written and application examination	40
FINAL		Written and application examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
CONTENT BRIEF	Introduction of basic letter (type) characters. Drawing methods of letterforms ; lowercase,uppercase, figures, signs, punctuations. Technics of letterspacing, wordspacing,linespacing their applications and introduction of different type styles.
COURSE OBJECTIVES	Introduction of basic letter (type) characters. Drawing methods of letterforms ; lowercase,uppercase, figures, signs, punctuations. Technics of letterspacing, wordspacing,linespacing their applications and introduction of different type styles.
CONTRIBUTION TO VOCATIONAL EDUCATION	Knows and applies typography elements and the rules.
LEARNING OUTCOMES	1. Knows and applies alignment tools. 2. Knows structural features of the font using in printing texts. 3. Knows and applies typography elements and the rules. 4. Get knowledge about today's font and text families. 5. Knows history of the alphabet development.
REFERENCES	<i>Çağdaş Tipografinin Temelleri</i> , Namık Kemal Sarıkavak (1997). Doruk yayın
TEXTBOOKS / NOTES	<i>Gutenberg galaksisi: tipografik insanın oluşumu</i> , McLuhan, Marshall-çev. Gül Çağalı Güven " Bektaş, Dilek (1992) <i>Çağdaş Grafik Tasarımın Gelişimi</i> . İstanbul: Yapı Kredi Yayınları
MATERIALS	Computer, Projector, Light Table



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Description of typograph and it's importance in terms of printing.
2	Evolution of type and alphabeth before Latin alphabet. Pictographic and ideographic types.
3	Phonetic types and evolution types' in Egypt and Sumerian
4	Spreading alphabets before print types
5	Roman Capitals, cursives and Karolanj miniscules
6	Printing types and classifications
7	Fonts and type families
8	MIDTERM EXAM
9	Majiscules and miniscules
10	Printing types' hairlines and serifs
11	Italic, condensed and extented types and their structures
12	Type height of typesetting and screen types
13	Reading of types and reading process
14	Decription of spaces the letters and typesetting
15	Paragraphs
16	FINAL

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.			
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.			
6	Ability to understand and practice the design process, its steps, and production techniques.			
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			
8	Ability to utilize various artistic and industrial production techniques.			
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.			
10	Awareness for the protection of nature and the environment as well as eco-design,			
11	Ability to prepare social responsibility projects in order to raise design awareness.			

LECTURER	SIGNATURE	DATE