



COURSE INFORMATION FORM

SEMESTER | SPRING

COURSE CODE	141313014	COURSE NAME	TYPEFACE DESIGN
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
4	2	2	0	3	5	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
		3	2	

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Application Examination	40
FINAL EXAM		Application Examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	Writing and typography
COURSE CONTENT	Introduction to typeface design, Anatomy and characteristics of the letter, Design steps, Design work, Typeface Design Software, Design project
COURSE OBJECTIVES	Providing information on the typeface design process, having students design original typefaces and demonstrate their skill in design projects
CONTRIBUTION TO VOCATIONAL EDUCATION	<ol style="list-style-type: none">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 diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.3. Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.
LEARNING OUTCOMES	<ol style="list-style-type: none">1. Knowledge on the structure of the letter and design rules2. Knowledge on font styles and font families3. Ability to use a font design software4. Ability to design an original font
TEXTBOOK	Cano, Pilar and Marta Serrats (2007), <i>New Fonts to Make You Think /Typosphere</i> , Collins Design and maomao publications, NY, USA.
REFERENCES	<ol style="list-style-type: none">1. Ganiz, Selahattin (2004), <i>Yazı ve Tasarımcıları</i>, Kastaş Yayınevi, İstanbul.2. Wilson Harvey/Loewy(2005), <i>1000 Type Treatments</i>, Rocport Publishers, USA. , [3. Meggs, Philip B. (1989) <i>Type and Image</i>. New York: Van Nostrand Reinhold Company. ,4. Solomon, Martin (1990) <i>The Art of Typography</i>. New York: Watson-Guptill Publications.
MATERIALS	Computer, wide-tip reed calligraphy pen, ink, calligraphy paper



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Introduction to the course and typeface design
2	Anatomy and characteristics of the letter
3	Typeface design characteristics and principles. Design steps.
4	Typeface design characteristics and principles. Design steps.
5	Typeface design work
6	Typeface design work
7	Typeface design work
8	MIDTERM EXAM
9	Creating a typeface in design program
10	Creating a typeface in design program
11	Creating a typeface in design program
12	Creating a typeface in design program
13	Font promotion poster design
14	Font promotion poster design
15,16	FINAL EXAM

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.			X
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	X		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			X
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			X
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.		X	
6	Ability to understand and practice the design process, its steps, and production techniques.		X	
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.		X	
8	Ability to utilize various artistic and industrial production techniques.		X	
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.		X	
10	Awareness for the protection of nature and the environment as well as eco-design,	X		
11	Ability to prepare social responsibility projects in order to raise design awareness.	X		

LECTURER	SIGNATURE	DATE