



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	SPRING
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COURSE CODE	141312005	COURSE NAME	Text and Typography
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
2	3	-	0	3	3	COMPULSORY	Turkish

COURSE CATEGORY

Basic Education	Art	Visual Communication	Design	Social Science
2			1	

ASSESSMENT CRITERIA

MID-TERM	Evaluation Type	Quantity	%
	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (.....)		

FINAL EXAM	1	60
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PREREQUISITE(S)	None
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COURSE DESCRIPTION	Introduction to Typography and print: evolution of script, alphabet and type, Roman Capital, cursive and Charlemagne scripts. Fonts and font families: Majuscule and miniscules. Basics of typesetting, concepts of height, weight, serif, italic, condensed and expanded in typography. Readability and Legibility, spacing and layout.
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COURSE OBJECTIVES	Introduction of basic letter (type) characters. Drawing methods of letter forms ; lowercase, uppercase, figures, signs, punctuations. Technics of letterspacing, wordspacing, linespacing their applications and introduction of different type styles.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	To know how to apply typographic elements and the rules
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COURSE OUTCOMES	<ol style="list-style-type: none">1. Knows the historical background of script and type.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 typographic development.
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TEXTBOOK	1. "Çağdaş Tipografinin Temelleri" Namık Kemal Sarıkavak (1997). Doruk yayın
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OTHER REFERENCES	<ol style="list-style-type: none">1. Gutenberg galaksisi: tipografik insanın oluşumu, McLuhan, Marshallçev. Gül Çağalı Güven "2. Bektaş, Dilek (1992) Çağdaş Grafik Tasarımın Gelişimi. İstanbul: Yapı Kredi Yayınları
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TOOLS AND EQUIPMENTS REQUIRED	Computer, Projector
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Introduction to the Course and Definition of Typography
2	Pictographic and Ideographic Types, Pre-Latin Evolution of Type and Alphabet
3	Phonetic Script, Evolution of Writing in Sumer and Egypt
4	Evolution and Spreading of Latin Alphabet Until the Metal Type
5	Roman Capital, Cursive and Charlemagne Minuscule
6	Fonts and Type Families
7	Printing Types and Classifications
8	MIDTERM EXAMS
9	Majuscule and Minuscule Letters, Letter Constuction
10	Printing Types' Weights and Serifs
11	Italic, Condensed and Extended Types and Their Structures
12	Type Height in Typesetting and Screen Types
13	Processes of Readability and Legibility
14	Spacing in Typesetting and Text Blocks
15	Text Arrangements
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines.		x	
2	Ability to comprehend design culture and ethics, designers' rights and responsibilities			x
3	The ability to grasp the visual language and aesthetic sensitivity of design and to reflect these on designs		x	
4	Ability to analyze critically, reflect this on their designs, and offer appropriate solutions to problems			x
5	Ability to recognize design technique and technology, comprehend application areas and methods	x		
6	Ability to comprehend and apply the design process and production techniques		x	
7	Ability to update design information in line with the requirements of the age and technological developments		x	
8	Comprehending local and universal values; ability to develop an understanding of design from local to universal		x	
9	Ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems.			x

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s):

Signature:

Date: