Eskişehir Osmangazi University College of Art and Design
Visual Communication Design Department

COURSE INFORMATION FORM

SEMESTER	FALL

COURSE CODE	141313002	**COURSE NAME**	Typography I

SEMESTER	**WEEKLY COURSE HOURS**			**COURSE**			
	THEORY	**APPLICATION**	**LAB.**	**CREDIT**	**ECTS**	**TYPE**	**LANGUAGE**
4	2	2	0	3	6	Compulsory	Turkish

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

EVALUATION CRITERIA			
ASSESSMENT		**EXAM TYPE**	**PERCENTAGE OF EXAM**
EXAMS IN SEMESTER	Midterm Exam 1	Project	40
FINAL		Project	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
COURSE CONTENT	Definition and importance of Typography, Terminology, Structural Features, Font and Font classification, Usage, Selection and Differentiation of Fonts, Mixing Fonts, Size and Spacing, Leading, Kerning, Positive and Negative Spaces, Emphasis, Rhythm, Symmetry and Asymmetry in Typography.
COURSE OBJECTIVES	Introduction of basic knowledge and principles of typography and the implementation of various design projects
CONTRIBUTION TO VOCATIONAL EDUCATION	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design. Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.
LEARNING OUTCOMES	1. Ability to recognize the style of typography and letter. 2. Ability to choose proper type style to fit the design 3. Ability to design wherever typography is utilized
REFERENCES	"Çağdaş Tipografinin Temelleri" Namık Kemal Sarıkavak (1997). Doruk yayın
TEXTBOOKS / NOTES	1. McLuhan, Marshall, Gutenberg galaksisi: tipografik insanın oluşumu, çev. Gül Çağalı Güven 2. Meggs, Philip B. (1989) Type and Image. New York: Van Nostrand Reinhold Company. 3. Solomon, Martin (1990) The Art of Typography. New York: Watson-Guptill Publications. 4. Brady, Philip (1988) Using Type Right. Ohio: Nort Ligh Books.
MATERIALS	Computer, Projector, Light Table

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WEEKLY COURSE PLAN	
WEEK	**SUBJECTS**
1	Introduction to the course and Typography
2	Structural Features and Technical Terms
3	Font and Font classification
4	Usage, Selection and Differentiation of Fonts
5	Mixing fonts
6	Use of various sizes together
7	Character spacing and Kerning
8	MIDTERM EXAM
9	Word Spacing
10	Line Spacing and Leading
11	Positive-negative spaces in Typography
12	Emphasis in Typography
13	Reading of types and reading process
14	Rhythm, symmetry, asymmetry in the typography
15	Rhythm, symmetry, asymmetry in the typography
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.			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