



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

<b>SEMESTER</b>	FALL
-----------------	------

<b>COURSE CODE</b>	141313014	<b>COURSE NAME</b>	Typeface Design
--------------------	-----------	--------------------	-----------------

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
4	2	2	0	3	5	Elective Course	Turkish

**COURSE CATEGORY**

Basic Education	Art	Visual Communication	Desing	Social Science
1			3	

**ASSESSMENT CRITERIA**

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

<b>FINAL EXAM</b>		1	60
-------------------	--	---	----

<b>PREREQUIEITE(S)</b>	Writing and Typography, Typography I, Typography II course must be taken.
------------------------	---

<b>COURSE DESCRIPTION</b>	This course is understanding of the design process, font, font design software to use, font design applications.
---------------------------	--

<b>COURSE OBJECTIVES</b>	This course is the design of the original font, font character designed use, aims to teach practical work.
--------------------------	--

<b>ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION</b>	Design and apply font for visual communication products.
---	--

<b>COURSE OUTCOMES</b>	1. The structure of the letter, the letter design principles and rules to learn. 2. Font styles, font family learns 3. Font design software uses the 4.The original font Design and apply
------------------------	--

<b>TEXTBOOK</b>	1. "Çağdaş Tipografinin Temelleri" Namık Kemal Sarıkavak (1997). Doruk yayın 2. Amrosse Gavin, Harris Paul (2012) Fundamentals of Graphic Design. Literatür 3. Uçar, Tevfik Fikret (2004), Visual Communication and Graphic Design, İstanbul, İnkılap Publishing
-----------------	--

<b>OTHER REFERENCES</b>	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: WatsonGuptill Publications. 4. Brady, Philip (1988) Using Type Right. Ohio: Nort Ligh Books.
-------------------------	---

<b>TOOLS AND EQUIPMENTS REQUIRED</b>	Computer, Projector, Light Table
--------------------------------------	----------------------------------

## WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Aim of the course content, procedures, student responsibilities, issues, information about the grading system. Basic knowledge of font 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 EXAMS
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	Creating a typeface in design program
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:**