**ESOGU FACUULTY OF ART AND DESIGN**

**VISUAL ARTS DEPARTMENT**

**COURSE INFORMATION FORM**

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| **Course Name** | **Course Code** |
| Lettering and Typography | 141213006 |

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| **Semester** | **Number of Course Hours per Week** | **ECTS** |
| **Theory** | **Practice** |
| 3 | 4 | 2 | 8 |

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| **Course Category (Credit)** |
| **Basic Sciences** | **Art** | **Design** | **Social** |
|  | 4 | 4 |  |

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| **Course Language** | **Course Level** | **Course Type** |
| Turkish | Undergraduate | Elective |

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| **Prerequisite(s) if any** | Having taken Computer-Aided Design I and Computer-Aided Design II courses. |
| **Objectives of the Course** | To acquire fundamental knowledge and principles of typography through theoretical explanations and practical projects. To apply writing and typography in artistic creations based on this acquired knowledge. |
| **Short Course Content** | Learning typographic terms and concepts. Classification of typefaces. Learning the anatomy of type characters, as well as the principles of writing and line arrangement. Typeface selection, text editing and formatting, the use of writing and typography in works of art. |

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| **Learning Outcomes of the Course** | **Contributed PO(s)**  | **Teaching Methods \*** | **Measuring Methods \*\*** |
| **1** | Using writing as a visual element in art production | 4, 5, 7, 9 | 1, 2, 5, 6, 10, 11, 13 | A, D |
| **2** | Using typography to convey meaning and emotion | 4, 5, 7, 9 | 1, 2, 5, 6, 10, 11, 13 | A, D |
| **3** | Developing a personal style and expression | 4, 5, 7, 9 | 1, 2, 5, 6, 10, 11, 13 | A, D |
| **4** | Using writing to convey a social and political message | 4, 5, 7, 9 | 1, 2, 5, 6, 10, 11, 13 | A, D |
| **5** | Creating typographic installations | 4, 5, 7, 9 | 1, 2, 5, 6, 10, 11, 13 | A, D |
| **6** | Act in accordance with ethical and legal rules in art productions. | 11 | 1, 2, 5, 6, 10, 11, 13 | A, D |
| **7** |  |  |  |  |
| **8** |  |  |  |  |

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| **Main Textbook** | Tipografinin Temelleri, Gavin Ambrose & Paul Harris (2005), Literatür Yayınları Grafik Tasarımda Tipografi, Gavin Ambrose & Paul Harris (2005), Literatür Yayınları |
| **Supporting References** | Grafik Tasarımda Sayfa Düzeni/ Gavin Ambrose, Paul harris, Literatür, 2013 Yaratıcı Tasarımın Temelleri / Gavin Ambrose, Paul harris, Literatür, 2013  |
| **Necessary Course Material** | Art and design materials, computer |

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| **Course Schedule** |
| **1** | The purpose, content, and process of the course will be provided |
| **2** | Project 1: Providing basic information and terminology related to writing and typography, producing a project based on the anatomy of letters and typefaces and their structural features.  |
| **3** | Making project critiques and finalizing the project. |
| **4** | Project 2: Producing a project based on the classification and use of typefaces together, examining letter form, dimensions and letter spacing arrangement.  |
| **5** | Making project critiques and finalizing the project. |
| **6** | Project 3: Producing a project based on the examination of word, line and paragraph spacing arrangement and the examination of hierarchy, color, emphasis, rhythm, symmetry and asymmetry concepts in typography.  |
| **7** | Making project critiques and finalizing the project. |
| **8** | Mid-Term Exam |
| **9** | Project work aimed at understanding typographic concepts |
| **10** | Project critique and finalization |
| **11** | Typographic collage project |
| **12** | Project critique and finalization |
| **13** | Project for typographic representation of objects and concepts |
| **14** | Project critique and final edits |
| **15** | Project critique and final edits |
| **16,17** | Final Exam |

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| **Calculation of Course Workload** |
| **Activities** | **Number** | **Time (Hour)** | **Total Workload (Hour)** |
| Course Time (number of course hours per week) | 14 | 6 | 84 |
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| Out-of-Class Study Time (Literature review, reading, watching, practice, material research) | 13 | 10 | 130 |
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| Mid-Term Exam | 1 | 1 | 1 |
| Studying for Mid-Term Exam | 1 | 4 | 4 |
| Final Exam | 1 | 1 | 1 |
| Studying for Final Exam | 1 | 5 | 5 |
|  | **Toplam iş yükü** | **225** |
|  | **Toplam iş yükü / 30** | **7.5** |
|  | **Dersin AKTS Kredisi** | **8** |

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| **Evaluation** |
| **Activity Type** | **%** |
| Mid-term | 40 |
| Bir öğe seçin. |  |
| Bir öğe seçin. |  |
| **Final Exam** | 60 |
| **Total** | 100 |

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| **RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO)** (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low) |
| **NO** | **PROGRAM OUTCOME** | **Contribution** |
| **1** | Comprehending the basic concepts, elements and principles of visual arts. |  |
| **2** | Acquisitioning and using the knowledge about the history of visual arts. |  |
| **3** | Evaluating with a critical approach of the knowledge gained by having the ability to review and use the literature on visual arts. |  |
| **4** | Gaining the ability to acquire scientific, philosophical, cultural and technological knowledge in the field of visual arts and follow the relevant developments. | 5 |
| **5** | Experiencing the knowledge gained about different materials, techniques and technologies in different fields of visual arts in the production processes of art practices. | 4 |
| **6** | Gaining the knowledge and skills of interdisciplinary study and transferring them to art practices in theoretical or practical processes. |  |
| **7** | Developing articulacy and presentation skills; be able to express different stages of the artistic process with various techniques and programs in order to make appropriate presentations. | 4 |
| **8** | Developing the ability to perform experimental productions by producing ways of alternative solutions for the problems encountered. | 4 |
| **9** | Executing and exhibiting creative, innovative and original artistic projects individually or in collaboration with the theoretical and applied knowledge and skills acquired | 5 |
| **10** | Developing a critical perspective on own art practices and to consider the criticisms of audiences. |  |
| **11** | Paying attention to ethical rules in the production and exhibition processes of artistic practices. | 5 |
| **12** |  |  |

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| **LECTUTER(S)** |
| **Prepared by** | Öğr. Gör. Arzu Gaye Kalavlı |  |  |  |
| **Signature(s)** | A picture containing icon  Description automatically generated |  |  |  |

**Date:**06.06.2024