

**School of Communication / Public Relations and Advertising**  
**2023 - 2024 Academic Year**  
**TYPOGRAPHY and DESIGN**  
**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
TYPOGRAPHY and DESIGN	HR3273830	Spring Semester	1+2	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Ahmet Serkan OKAY				
<b>Name of Lecturer(s)</b>	Assist.Prof. Ahmet Serkan OKAY				
<b>Assistant(s)</b>					
<b>Aim</b>	After the necessary theoretical and practical information related to dir writing ", it is aimed to gain advanced typography techniques which are used in design such as font construction with first typographic applications in the process starting with typography.				
<b>Course Content</b>	This course contains; Introduction, General information about the course and evaluation criteria.,Typography and Illustrator,Anatomy of the character and illustrator,Basic Design Principles and Practice,Basic Design Principles and Practice,Hierarchy Rules in Typography,Text hierarchy practice,use of advanced illustrator,Logo design and practice via character (black&white),Logo design and practice via character (colours),Character design and practice in typography,Typography text design and practices,Design of table content,Typographic movie poster work.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Improves the ability to use the illustrator program			6, 9	E	
Acquires typographic design skills			6, 9	E	
Masters typography concepts and design principles			6, 9	E	
Masters the structural features of fonts			6, 9	E	
<b>Teaching Methods</b>	6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	E: Homework				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction, General information about the course and evaluation criteria.	Theory			
2	Typography and Illustrator	Theory and practice			
3	Anatomy of the character and illustrator	Theory and practice			
4	Basic Design Principles and Practice	Theory and practice			
5	Basic Design Principles and Practice	Theory and Practice			
6	Hierarchy Rules in Typography	Theory and Practice			
7	Text hierarchy practice	Theory and Practice			
8	use of advanced illustrator	Practice			
9	Logo design and practice via character (black&white)	Theory and practice			
10	Logo design and practice via character (colours)	Theory and practice			
11	Character design and practice in typography	Practice			
12	Typography text design and practices	Practice			
13	Design of table content	Theory and Practice			
14	Typographic movie poster work	Theory and practice			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
Ambrose, G., Harris, P., Yaratıcı Tasarımın Temelleri, Literatür Ambrose, G., Harris, P., Tipografinin Temelleri, Literatür Ambrose, G., Harris, P., Grafik Tasarımın Temelleri Seti, Literatür Instructor lecture notes					