

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

TYPOGRAPHY and DESIGN

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
TYPOGRAPHY and DESIGN	PR3210527	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. İhsan EKEN				
Name of Lecturer(s)					
Assistant(s)					
Aim	After sufficient theoretical and practical knowledge about "writing", typography starts with the introduction of the first typographic applications in the process, such as graphic design and desktop publishing in the upper classes to provide sufficient experience in the courses.				
Course Content	This course contains; Introduction to typography, Anatomy and evolution of letter types, Institution and destruction in the system of symbols, Identifying letter patterns and capitalization, Semantic and synthetic space form relations, Principles of order, Selecting type, using and duplicating, Font typography parameters, Letter editing and legibility, Serif and unscented texts in texts, Creating new font types in alphabetical order, Character column in writing columns, right and left blocking, symmetry, river analysis, espas variations, Font Creator 5.0 introduces fonts that will make fonts ready for use on a computer, Font types designed with Font Creator 5.0, making them available on a computer.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Will be able to produce calligraphy bases			6, 9	E	
Will be able to use Adobe Illustrator and Adobe InDesign programs mid-level in given assignments.			13, 6, 9	E	
Will be able to design the letter forms.			13, 6, 9	E	
Knows how to adapt typography into design.			10, 11, 9	E	
Recognizes existing forms of typography.			11, 9	E	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 13: Case Study Method, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to typography				
2	Anatomy and evolution of letter types	Reading the relevant section of the given source			
3	Institution and destruction in the system of symbols	Reading the relevant section of the given source			
4	Identifying letter patterns and capitalization	Reading the relevant section of the given source			
5	Semantic and synthetic space form relations	Reading the relevant section of the given source			
6	Principles of order	Reading the relevant section of the given source			
7	Selecting type, using and duplicating	Reading the relevant section of the given source			
8	Font typography parameters	Reading the relevant section of the given source			
9	Letter editing and legibility	Reading the relevant section of the given source			
10	Serif and unscented texts in texts	Reading the relevant section of the given source			
11	Creating new font types in alphabetical order	Reading the relevant section of the given source			
12	Character column in writing columns, right and left blocking, symmetry, river analysis, espas variations	Preparation for the final project			
13	Font Creator 5.0 introduces fonts that will make fonts ready for use on a computer	Preparation for the final project			
14	Font types designed with Font Creator 5.0, making them available on a computer	Preparation for the final project			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
M. Kınık, Bilgisayar Destekli Grafik Tasarım 1, Gerhun Yayınları, 2006. I. İ. Akçadoğan, Temel Sanat Eğitimi ve Dijital Ortam. İstanbul: Epsilon Yayınları, 2006. E. Becer, İletişim ve Grafik Tasarım. Ankara: Dost Kitabevi, 1997. H. Yanık, Masaüstü Yayıncılık. İstanbul: Dönence Yayınları, 2009. A. Twemlow, Grafik Tasarım Ne İçindir?. İstanbul: Yem Yayınları, 2008.