

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

TYPOGRAPHY and DESIGN

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
TYPOGRAPHY and DESIGN	YMI3273830	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Ahmet Serkan OKAY				
Name of Lecturer(s)	Assist.Prof. Ahmet Serkan OKAY				
Assistant(s)					
Aim	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.				
Course Content	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.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
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	
Teaching Methods	6: Experiential Learning, 9: Lecture Method				
Assessment Methods	E: Homework				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
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			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
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					