



## Course syllabus

Faculty Board of Business, Economics and Design

School of Design

1DI122 Typografi, 5 högskolepoäng

1DI122 Typography, 5 credits

### **Main field of study**

Design

### **Subject Group**

Design

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2009-06-24

Revised 2011-06-14 by School of Design.

The course syllabus is valid from autumn semester 2011

### **Prerequisites**

Basic eligibility and English B (Field-specific entry requirement 6 with the exception of Social Studies A) and an approved portfolio.

## Objectives

After completing the course students are expected to have deepened their knowledge of basic typography from different perspectives and areas of application as well as having understood the connection between typography, legibility, and message. Students are also expected to have developed such study skills as to be able to distinguish, formulate, problematize and ask new questions relevant to typography. Further, students are expected to have developed such study skills as are required to search for and evaluate knowledge from basic scientific and artistic levels.

### **Knowledge and Understanding**

Students are expected to be able to

- reflect on typography
- critically examine typography and its application in everyday life
- reflect on the aesthetics and design of typography

### **Ability and Skills**

Students are expected to be able to

- choose typography on the basis of different areas of application and approaches
- use typography on the basis of different applications, and
- choose work methods and tools by the nature of the task

### **Evaluation and Attitude**

Students are expected to be able to

- critically examine the choice of typography on the basis of message, media and technology, and
- critically examine and assess typography on the basis of different approaches, e.g., perception/readability and aesthetics.

### **Content**

Deepened studies in typography and its application – typographic rhetoric.

### **Type of Instruction**

The teaching consists of lectures, workshops and individual typographic assignments. Attendance is mandatory in scheduled course elements.

### **Examination**

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

For the Pass grade the expected study outcome must be fulfilled.

The examination takes the form of workbook presentations.

Re-examination is offered within six weeks in the framework of regular examination periods. The number of examination opportunities is limited to five.

### **Course Evaluation**

Towards the end of the course a course evaluation is conducted in accordance with the Linnaeus University guidelines. The evaluation result is compiled in a course report, which is kept with the administrator of the School of Design and is discussed in the programme advisory committee. The result of the evaluation and any measures taken are communicated to the course coordinator and presented to students on the next course occasion.

### **Required Reading and Additional Study Material**

#### **Mandatory literature**

Koblanck, Henriette (latest edition) *Typografi, bild och grafisk design*. Bonnier Utbildning, ISBN 91 622 5974 1

*The list may be subjected to changes.*