


Course Outline	
DSGN7085 Typography II (3)	
Effective Date 01 September 2015	Study Program Visual Communication Design Revision 0

1. Course Description

This course studies and explores formal aspect of typography and its relation to content. Students will be provided with principal knowledge of how to work with typographic form in order to visually communicate content / messages. This ability will in turn be required in most practical situations whenever typographic elements are involved, eg. in designing logotypes, brand identities, posters, movie titles, bumpers, etc.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to explain the basic principles, know-how, technology and history of visual art/design.
Graduates will be able to apply a basic and fundamental knowledge of art/design in practice.
Graduates will be able to analyze aesthetic, technical, historical and cultural aspects of visual art/design. (C4)

3. Topics

- Typographic communication 1
- Typographic communication 2
- Syntax in typographic communication 1
- Syntax in typographic communication 2
- Function & expression of typefaces 1
- Function & expression of typefaces 2
- Function & expression of typefaces 3

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Depict typographic form-space in amplifying messages
- LO 2: Manipulate typographic form-space in its dynamic relationship with content
- LO 3: Relate typographic form-space to function and expression

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Class Discussion, Project Work, Lecture, Practice Activities, and Sharing concept behind the real case project.

6. Textbooks and Other Resources

6.1 Textbooks

1. Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa. (2014). *Typographic Design: Form and Communication*. 06. Wiley. -. ISBN: 9781118715765.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. verbal-visual equations
2. http://www.thinkingwithtype.com/misc/Word_Lecture.pdf
3. http://www.typographicdesign4e.com/syntax_home.html
4. http://www.typographicdesign4e.com/anatomy_unity.html
5. http://www.thinkingwithtype.com/contents/text/#Project:_Space_and_Meaning
6. http://www.thinkingwithtype.com/contents/letter/#Typeface_Design
7. <http://www.thinkingwithtype.com/contents/text/#Hierarchy>
8. http://www.thinkingwithtype.com/contents/letter/#Font_Formats

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Typographic communication 1 - Introduction	- introduction - Typographic Design: Form and Communication, hal. 111-114 - word experiments, http://www.thinkingwithtype.com/misc/Word_Lecture.pdf
2 F2F	LO 1	Typographic communication 1 - Introduction	- introduction - Typographic Design: Form and Communication, hal. 111-114 - word experiments, http://www.thinkingwithtype.com/misc/Word_Lecture.pdf
3 F2F	LO 2	Typographic communication 2 - Verbal-visual equations	- verbal-visual equations - Typographic Design: Form and Communication, hal. 114-117 - verbal-visual equations - Project: Space and Meaning, http://www.thinkingwithtype.com/contents/text/#Project:_Space_and_Meaning
4 F2F	LO 2	Typographic communication 2 - Verbal-visual equations	- verbal-visual equations - Typographic Design: Form and Communication, hal. 114-117 - verbal-visual equations - Project: Space and Meaning, http://www.thinkingwithtype.com/contents/text/#Project:_Space_and_Meaning

5 F2F	LO 1 LO 2	Syntax in typographic communication 1 - Typographic syntax	<ul style="list-style-type: none"> - typographic syntax - Typographic Design: Form and Communication, hal. 85-99 - Typographic syntax, http://www.typographicdesign4e.com/syntax_home.html
6 F2F	LO 1 LO 2	Syntax in typographic communication 1 - Typographic syntax	<ul style="list-style-type: none"> - typographic syntax - Typographic Design: Form and Communication, hal. 85-99 - Typographic syntax, http://www.typographicdesign4e.com/syntax_home.html
7 F2F	LO 1 LO 2	Syntax in typographic communication 1 - Typographic syntax	<ul style="list-style-type: none"> - typographic syntax - Typographic Design: Form and Communication, hal. 85-99 - Typographic syntax, http://www.typographicdesign4e.com/syntax_home.html
8 F2F	LO 2 LO 3	Syntax in typographic communication 2 - Visual hierarchy	<ul style="list-style-type: none"> - visual hierarchy - Typographic Design: Form and Communication, hal. 100-110 - Hierarchy, http://www.thinkingwithtype.com/contents/text/#Hierarchy
9 F2F	LO 2 LO 3	Syntax in typographic communication 2 - Visual hierarchy	<ul style="list-style-type: none"> - visual hierarchy - Typographic Design: Form and Communication, hal. 100-110 - Hierarchy, http://www.thinkingwithtype.com/contents/text/#Hierarchy
10 F2F	LO 2 LO 3	Syntax in typographic communication 2 - Visual hierarchy	<ul style="list-style-type: none"> - visual hierarchy - Typographic Design: Form and Communication, hal. 100-110 - Hierarchy, http://www.thinkingwithtype.com/contents/text/#Hierarchy
11 F2F	LO 1	Function & expression of typefaces 1 - Function & expression	<ul style="list-style-type: none"> - function & expression - Typographic Design: Form and Communication, hal. 118-120 - Unity in the Type Font, http://www.typographicdesign4e.com/anatomy_unity.html - Typeface Design, http://www.thinkingwithtype.com/contents/letter/#Typeface_Design
12 F2F	LO 1	Function & expression of typefaces 1 - Function & expression	<ul style="list-style-type: none"> - function & expression - Typographic Design: Form and Communication, hal. 118-120 - Unity in the Type Font, http://www.typographicdesign4e.com/anatomy_unity.html

			- Typeface Design, http://www.thinkingwithtype.com/contents/letter/#Typeface_Design
13 GSLC	LO 1	Function & expression of typefaces 1 - Function & expression	- function & expression - Typographic Design: Form and Communication, hal. 118-120 - Unity in the Type Font, http://www.typographicdesign4e.com/anatomy_unity.html - Typeface Design, http://www.thinkingwithtype.com/contents/letter/#Typeface_Design
14 F2F	LO 2	Function & expression of typefaces 2 - Legibility & readability	- legibility & readability - Typographic Design: Form and Communication, hal. 49-64
15 F2F	LO 2	Function & expression of typefaces 2 - Legibility & readability	- legibility & readability - Typographic Design: Form and Communication, hal. 49-64
16 F2F	LO 2	Function & expression of typefaces 2 - Legibility & readability	- legibility & readability - Typographic Design: Form and Communication, hal. 49-64
17 F2F	LO 3	Function & expression of typefaces 3 - Typographic medium	- typographic medium - Typographic Design: Form and Communication, hal. 121-144 - Font formats, http://www.thinkingwithtype.com/contents/letter/#Font_Formats
18 F2F	LO 3	Function & expression of typefaces 3 - Typographic medium	- typographic medium - Typographic Design: Form and Communication, hal. 121-144 - Font formats, http://www.thinkingwithtype.com/contents/letter/#Font_Formats
19 F2F	LO 3	Function & expression of typefaces 3 - Typographic medium	- typographic medium - Typographic Design: Form and Communication, hal. 121-144 - Font formats, http://www.thinkingwithtype.com/contents/letter/#Font_Formats
20 F2F	LO 3	Function & expression of typefaces 3 - Typographic medium	- typographic medium - Typographic Design: Form and Communication, hal. 121-144 - Font formats, http://www.thinkingwithtype.com/contents/letter/#Font_Formats

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	50%	√	√	√
Mid Exam	30%	√	√	
Final Exam	20%		√	√

Practicum

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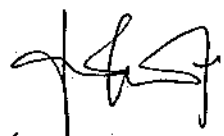

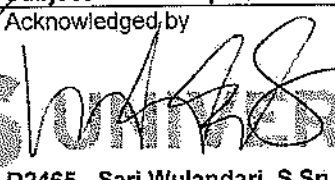
Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Students are able to depict various treatments of typographic form that amplify messages	Students are able to depict various typographic form-treatments that amplify messages in a highly convincing manner	Students are able to depict various typographic form-treatments that amplify messages in a fairly convincing manner	Students are able to depict various typographic form-treatments that amplify messages in a less convincing manner	Students are not able to depict any typographic form-treatment that amplify messages
	1.2. Students are able to depict various treatments of typographic space that amplify messages	Students are able to depict various typographic space-treatments that amplify messages in a highly convincing manner	Students are able to depict various typographic space-treatments that amplify messages in a fairly convincing manner	Students are able to depict various typographic space-treatments that amplify messages in a less convincing manner	Students are not able to depict any typographic space-treatment that amplify message
LO 2	2.1. Students are able to manipulate typographic form that amplifies content	Students are able to manipulate typographic form that strongly amplifies content	Students are able to manipulate typographic form that moderately amplifies content	Students are able to manipulate typographic form that subtly amplifies content	Students are not able to manipulate typographic form that amplifies content
	2.2. Students are able to manipulate typographic space that amplifies content	Students are able to manipulate	Students are able to manipulate	Students are able to manipulate	Students are not able to manipulate

		typographic space that strongly amplifies content	typographic space that moderately amplifies content	typographic space that subtly amplifies content	typographic space that amplifies content
LO 3	3.1. Students are able to relate typographic form-space to functional criteria	Students are able to relate typographic form-space to functional criteria strongly	Students are able to relate typographic form-space to functional criteria moderately	Students are able to relate typographic form-space to functional criteria weakly	Students are not able to relate typographic form-space to functional criteria
	3.2. Students are able to relate typographic form-space to expressive criteria	Students are able to relate typographic form-space to expressive criteria strongly	Students are able to relate typographic form-space to expressive criteria moderately	Students are able to relate typographic form-space to expressive criteria weakly	Students are not able to relate typographic form-space to expressive criteria

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