Course Outline	BINUS UNIVERSITY
DSGN8106 Typography III (4)	
	Study Program Visual Communication Design
Effective Date 01 February 2017	**Revision** 1

1. Course Description

This course studies and explores designerly way of structuring type and images to convey information, expression and meaning. Students will be exposed to principal theories, methods and techniques of how to work plenty numbers of type and image into cohesive and meaningful visual communication solution. This ability will in turn be highly required in most practical situations when graduates are asked to design eg. Posters, brochures, newsletters, magazines, Web Pages, etc, which involves plentiful words and images.

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
(SO-1 NM) Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.
(SO-2 NM) Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
(SO-3 NM) Able to analyze efficient material utilization and production time of any given visual communication design prototype without sacrificing its essential and aesthetic quality.
(SO- 4 NM) Able to present multiple alternatives of visual communication design prototype either individually or as a team in oral, graphical or written form, with analog or digital medium effectively.
(SO- 5 NM) Able to design communicative works that set forth cultural values and local indigeneity as his / her national identity.
(SO- 8 NM) Able to analyze visual communication problems & generate new media design solutions.

3. Topics

- Defining Typographic Design Problems
- Typographic Design 1: Low Complexity
- Typographic Design 2: Medium Complexity
- Typographic Design 3: High Complexity

4. Learning Outcomes
   On successful completion of this course, student will be able to:
   • LO 1: Describe basic problems in typographic design
   • LO 2: Demonstrate typographic methods in structuring pages
   • LO 3: Discover various possible relation of type-image-space
   • LO 4: Construct cohesive structure of type-image-space

5. Teaching And Learning Strategies
   In this course, the lecturers might deploy several teaching learning strategies, including case studies, Lecture, Group Work, Exercising the method for some cases, and Reflective Inquiry/Thinking.

6. Textbooks and Other Resources
   6.1 Textbooks
   1. Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa, Mark Sanders. (2016). ***Typographic Design: Form and Communication***. 06. John Wiley & Sons, Inc.. New Jersey. ISBN: 978-1-118-71576-5.

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

   6.2 Other Resources
   1. hidden structure behind typographic design (yasser rizky)
   2. http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
   3. http://www.typographicdesign4e.com/syntax_home.html
   4. http://www.willikunz.com/books/typographymacro-and-microaesthetics
   5. http://www.richie.idc.ul.ie/~berginc/text/pdfs/lessons/syntx-histype-assign.pdf
   6. http://www.thedesigncubicle.com/2008/12/10-common-typography-mistakes/

7. Schedule

   Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Defining Typographic Design Problems - Common Typographic Problems	- Defining Typographic Design Problems - Typographic Design: Form and Communication, pp. 171-196 - typographic mistakes, http://www.thedesigncubicle.com/2008/12/10-common-typography-mistakes/
2 F2F	LO 1	Defining Typographic Design Problems - Common Typographic Problems	- Defining Typographic Design Problems - Typographic Design: Form and Communication, pp. 171-196 - typographic mistakes, http://www.thedesigncubicle.com/2008/12/10-common-typography-mistakes/
3 F2F	LO 1 LO 2 LO 3 LO 4	Typographic Design 1: Low Complexity - Typographic Syntax	- Typographic Design 1: Low Complexity - Typographic Design: Form and Communication, pp. 85-110 - hidden structure behind typographic design (yasser rizky) - Typographic Syntax, http://www.typographicdesign4e.com/syntax_home.html

			- Typographic Syntax, http://www.richie.idc.ul.ie/~berginc/text/pdfs/lessons/syntx-histype-assign.pdf
4 F2F	LO 1 LO 2 LO 3 LO 4	Typographic Design 1: Low Complexity - Typographic Syntax	- Typographic Design 1: Low Complexity - Typographic Design: Form and Communication, pp. 85-110 - hidden structure behind typographic design (yasser rizky) - Typographic Syntax, http://www.typographicdesign4e.com/syntax_home.html - Typographic Syntax, http://www.richie.idc.ul.ie/~berginc/text/pdfs/lessons/syntx-histype-assign.pdf
5 F2F	LO 1 LO 2 LO 3 LO 4	Typographic Design 1: Low Complexity - Typographic Syntax	- Typographic Design 1: Low Complexity - Typographic Design: Form and Communication, pp. 85-110 - hidden structure behind typographic design (yasser rizky) - Typographic Syntax, http://www.typographicdesign4e.com/syntax_home.html - Typographic Syntax, http://www.richie.idc.ul.ie/~berginc/text/pdfs/lessons/syntx-histype-assign.pdf
6 F2F	LO 1 LO 2 LO 3 LO 4	Typographic Design 1: Low Complexity - Typographic Syntax	- Typographic Design 1: Low Complexity - Typographic Design: Form and Communication, pp. 85-110 - hidden structure behind typographic design (yasser rizky) - Typographic Syntax, http://www.typographicdesign4e.com/syntax_home.html - Typographic Syntax, http://www.richie.idc.ul.ie/~berginc/text/pdfs/lessons/syntx-histype-assign.pdf
7 F2F	LO 1 LO 2 LO 3 LO 4	Typographic Design 1: Low Complexity - Typographic Syntax	- Typographic Design 1: Low Complexity - Typographic Design: Form and Communication, pp. 85-110 - hidden structure behind typographic design (yasser rizky) - Typographic Syntax, http://www.typographicdesign4e.com/syntax_home.html

			- Typographic Syntax, http://www.richie.idc.ul.ie/~berginc/text/pdfs/lessons/syntx-histype-assign.pdf
8 F2F	LO 1 LO 2 LO 3 LO 4	Typographic Design 1: Low Complexity - Typographic Syntax	- Typographic Design 1: Low Complexity - Typographic Design: Form and Communication, pp. 85-110 - hidden structure behind typographic design (yasser rizky) - Typographic Syntax, http://www.typographicdesign4e.com/syntax_home.html - Typographic Syntax, http://www.richie.idc.ul.ie/~berginc/text/pdfs/lessons/syntx-histype-assign.pdf
9 F2F	LO 2 LO 3 LO 4	Typographic Design 2: Medium Complexity - Legibility & Grid	- Typographic Design 2: Medium Complexity - Typographic Design: Form and Communication, pp. 49-84 - macro-micro typography (willi kunz), http://www.willikunz.com/books/typographymacro-and-microaesthetics
10 F2F	LO 2 LO 3 LO 4	Typographic Design 2: Medium Complexity - Legibility & Grid	- Typographic Design 2: Medium Complexity - Typographic Design: Form and Communication, pp. 49-84 - macro-micro typography (willi kunz), http://www.willikunz.com/books/typographymacro-and-microaesthetics
11 F2F	LO 2 LO 3 LO 4	Typographic Design 2: Medium Complexity - Legibility & Grid	- Typographic Design 2: Medium Complexity - Typographic Design: Form and Communication, pp. 49-84 - macro-micro typography (willi kunz), http://www.willikunz.com/books/typographymacro-and-microaesthetics
12 F2F	LO 2 LO 3 LO 4	Typographic Design 2: Medium Complexity - Legibility & Grid	- Typographic Design 2: Medium Complexity - Typographic Design: Form and Communication, pp. 49-84 - macro-micro typography (willi kunz), http://www.willikunz.com/books/typographymacro-and-microaesthetics

13 F2F	LO 2 LO 3 LO 4	Typographic Design 2: Medium Complexity - Legibility & Grid	- Typographic Design 2: Medium Complexity - Typographic Design: Form and Communication, pp. 49-84 - macro-micro typography (willi kunz), http://www.willikunz.com/books/typographymacro-and-microaesthetics
14 F2F	LO 2 LO 3 LO 4	Typographic Design 2: Medium Complexity - Legibility & Grid	- Typographic Design 2: Medium Complexity - Typographic Design: Form and Communication, pp. 49-84 - macro-micro typography (willi kunz), http://www.willikunz.com/books/typographymacro-and-microaesthetics
15 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
16 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
17 GSLC	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
18 GSLC	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman),

			http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
19 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
20 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
21 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
22 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
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24 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
25 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888
26 F2F	LO 2 LO 3 LO 4	Typographic Design 3: High Complexity - Typographic Language	- Typographic Design 3: High Complexity - Typographic Design: Form and Communication, pp. 111-118, 221-249 - typographic communication (dan friedman), http://www.designobserver.com/feature/dan-friedman-radical-modernist-part-3/38888

8. **Evaluation**

Theory

Assessment Activity	Weight	Learning Outcomes			
		1	2	3	4
Assignment	50%	√	√	√	√
Mid Exam	20%	√	√	√	√
Final Exam	30%		√	√	√

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. Ability to describe macro-typographic problems	Ability to describe all macro-typographic problems (100%)	Ability to describe most of macro-typographic problems (67%)	Ability to describe some of macro-typographic problems (33%)	Ability to describe few macro-typographic problems (<33%)
	1.2. Ability to describe micro-typographic problems	Ability to describe all micro-typographic problems (100%)	Ability to describe most of micro-typographic problems (67%)	Ability to describe some of micro-typographic problems (33%)	Ability to describe few micro-typographic problems (<33%)
LO 2	2.1. Ability to demonstrate major macro-typographic methods of structuring type-image-space	Ability to demonstrate all major macro-typographic methods (100%) fluently	Ability to demonstrate most major macro-typographic methods (67%) fluently	Ability to demonstrate some major macro-typographic methods (33%) moderately	Ability to demonstrate few major macro-typographic methods (<33%) less than satisfactorily
	2.2. Ability to demonstrate major micro-typographic methods of structuring type-space	Ability to demonstrate all major micro-typographic methods (100%) fluently	Ability to demonstrate most major micro-typographic methods (67%) fluently	Ability to demonstrate some major micro-typographic methods (33%) moderately	Ability to demonstrate few major micro-typographic methods (<33%) less than satisfactorily
LO 3	3.1. Ability to discover various possible macro-relations among type-image-space	Ability to discover 3 or more possible macro-relations among type-image-space in each design project	Ability to discover 2 possible macro-relations among type-image-space in each design project	Ability to discover 1 possible macro-relation among type-image-space in each design project	Ability to discover less than 1 possible macro-relation among type-image-space in each design project
	3.2. Ability to discover various possible micro-relations among type-image-space	Ability to discover 3 or more possible micro-relations between type-space in each design project	Ability to discover 2 possible micro-relations between type-space in each design project	Ability to discover 1 possible micro-relation between type-space in each design project	Ability to discover less than 1 possible micro-relation between type-space in each design project

		Ability to construct very highly cohesive structure of type-image-space in macro level designing	Ability to construct highly cohesive structure of type-image-space in macro level designing	Ability to construct moderately cohesive structure of type-image-space in macro level designing	Ability to construct less cohesive structure of type-image-space in macro level designing
LO 4	4.1. Ability to construct cohesive structure of type-image-space in macro level designing				
	4.2. Ability to construct cohesive structure of type-space in micro level designing	Ability to construct impressively cohesive structure of type-space in micro level designing	Ability to construct highly cohesive structure of type-space in micro level designing	Ability to construct moderately cohesive structure of type-space in micro level designing	Ability to construct less cohesive structure of type-space in micro level designing

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