

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Equalization Subject 2. (Typography Studies)
Name of the subject in English:	Equalization Subject 2. (Typography Studies)
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-EQ2TYST-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course is designed strictly to help beginning graphic design and typography students understand and demonstrate the basic principles of typography. We focus on intent and content rather than affect or style, and make an informed distinction between what is appropriate and what is merely showy. Packed with examples, practices and background information, we systematically guide students to the point where they not only understand but can demonstrate the principles of typography, thereby strengthening their own typographic instincts.

SUMMARY OF THE CONTENT OF THE SUBJECT

This course reflects the diversity of contemporary typography practice. Designers usually work in teams to solve social problems and business challenges. They are also continue to develop the visual language of design through the creative use of tools and ideation techniques. Typography can be an individual experience or a group endeavour. The concept “typography thinking” commonly appears in reference to ideation, research and interaction with users.

STUDENT’S TASKS AND PLANNED LEARNING ACTIVITIES:

In this course the concept “typography thinking” appears in reference to ideation, research and interaction with users.

Through the thematic content of the lectures and through individual experiments in class, students will acquire the following theoretical and practical knowledge:

- becoming acquainted with the main classification of historical typefaces
- creating typographical compositions based on geographical landmarks
- discover typographical patterns and also apply them several kind of mockups
- creating creative typeface posters

EVALUATION OF THE SUBJECT:

- class activity, consultation
- the content and the quality of documentation and the presentation for being given a grade, also is necessary to hold a presentation containing the portfolio of the term.

- Evaluation, rating:
91-100%: excellent
76-90%: good

61-75%: satisfactory

51-65%: pass

0-50%: fail

• Components of the semester grade:

Quality of research on the given topic (10%)

Creativity, individual solutions, innovative thinking (40%)

Appropriate use of chosen techniques, materials and tools (30%)

Quality of construction (20%)

The assessment will be based on the work completed and the documentation and oral presentation of the work at the mid-term exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester.

OBLIGATORY READING LIST:

- Gautier, Damien: *Design, typography, etc. : a handbook*. Niggli, cop. 2018
- Heller, Steven: *The typography idea book : inspiration from 50 masters*. Laurence King Publishing, 2018
- Samara, Timothy: *Typography workbook : a real-world guide to using type in graphic design*. Rockport Publishers, 2004
- Aaron Burns: *Typography (Computer Arts Collection – Vol. 1 – part 2.)*, Future Publishing Ltd., 2012
- Ina Saltz: *Typography Essentials*, Quarto Publishing Group USA Inc., 2019
- John Kane: *The Type Primer*, Laurence King Publishing, 2011
- Stuart Tolley: *The new simplicity in graphic design*, Thames and Hudson, London, 2016