

# Global Learning Semesters

## Course Syllabus

Course: DES-170 Lettering and Layout

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-170	Lettering and Layout	3
Semester Offered	Contact Hours	Prerequisites
Fall	42	None
Department	Level of Course	Language of Instruction
Design	Lower Division	English

### Course Description

- Introduction to typography - origins of the alphabet; History of type
- Materials for the designer
- Laying the groundwork (anatomy of type, variations in type, font of type)
- Letter spacing, line spacing, headline type, type composition, text type
- Units of measurement-arranging type, type readability & legibility
- Type faces: Black letters, Sans Serfs, Square Serifs, Roman Style, Novelty, Stomps and Cursives; Analysis of type families (design of type, visual texture)
- Legibility of type (Letter spacing, word spacing, line length, bold, italics, caps); Readability of type; Leading
- Typographical design (grid, margin, gutter, spread)
- Reproduction processes (research to final art work); Exercises in layout and commercial applications

### Instructor

Andreas Tomblin

### Course Aims and Objectives

Fundamentals of lettering and commercial layout. Students explore expressive possibilities in layout and the application of letters in design for artistic and commercial applications. Students are trained to recognize and analyze basic letterforms. They study the relationship between typography and lettering and the delineation of the two as well as introducing hand skills necessary for utilizing type in communication problems.

### Teaching Methods

The course is delivered through a mixture of lectures, studio presentations, studio tutorials and practical exercises and assignments.

### Course Teaching Hours

42 hours . The course is delivered during the Fall semester in 14-weeks (3 hours/week).

## Evaluation and Grading

Homework: 20%  
Mid-Term: 30%  
Final Exam: 50%

## Readings and Resources

### Required Textbook

Letraset Catalogue Lauer A D.

### Recommended Reading

- McLean, R. (1980), The Thames and Hudson Manual of Typography, Thames and Hudson.
- Gonover T. (1990) Graphic Communications Today, West Publishing Company
- Blackwell L. (1992) Twentieth century type, Laurence King
- Mollerup P. Marks of excellence: the function and variety of trademarks, Phaidon Press
- Julier G. (1993), The Thames and Hudson encyclopedia of 20<sup>th</sup> century design and designers, Thames and Hudson.