

Global Learning Semesters

Course Syllabus

Course: DES-170A Lettering and Layout

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-170A	Lettering and Layout	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Design	Lower Division	English

Course Description

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.

Prerequisites

None

Topic Areas

1. Introduction to typography - origins of the alphabet
2. History of type
3. Materials for the designer
4. Laying the groundwork (anatomy of type, variations in type, font of type)
5. Letterspacing, linespacing, headline type, type composition, text type
6. Units of measurement-arranging type, type readability & legibility
7. Type races
 - Black letters, Sans Senfs, Square Serifs, Roman Style, Novelty, Sompts and Cursives
 - Analysis of type families (design of type, visual texture)
8. Legibility of type (Letter spacing, word spacing, line length, bold, italics, caps)
9. Readability of type
10. Leading
11. Typographical design (grid, margin, gutter, spread)
12. Reproduction processes (research to final art work)
13. Exercises in layout and commercial applications
14. Exercises and projects on type as a basic elements in graphic communication

Readings and Resources

Required Textbook

- Letraset Catalogue

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 20th century design and designers*, Thames and Hudson.