Global Learning Semesters
Course Syllabus
Course: DES-180 Typography/Computer Imagery
Department: Design
Host Institution: University of Nicosia, Nicosia, Cyprus

Course Summary		
Course Code	**Course Title**	**Recommended Credit Hours**
DES-180	Typography/Computer Imagery	3
Semester Offered	**Contact Hours**	**Prerequisites**
Spring	42	DES-170
Department	**Level of Course**	**Language of Instruction**
Design	Lower Division	English

Course Description

- Art work on type as a basic element in graphic communications (posters, covers, stationary-studio work and theory)
- Making the layout (visualization, layout, spacing, margins, proper type size, type styles)
- Creative/experimental typography
- Factors affecting Legibility
- Analysis and manipulation of image and its function when combined with text
- Layout: Image & text. An experimental approach
- Development of individuals perception, point of view and style
- Visits to galleries
- Introduction to the Macintosh environment

Introduction to Illustrator and PhotoShop, design and image manipulation software's.

Instructor

Aspasia Papadema

Course Aims and Objectives

Continuation of Lettering & Layout with greater emphasis on creative expressiveness and manipulation of type. The use of typography as the basic material of communication. Typography will take the place of the image, design, illustration or photograph to convey a message.   Emphasis is placed on factors of legibility and creativity. Introduction to the Macintosh computers and design software.

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 Spring semester in 14-weeks (3 hours/week).

Evaluation and Grading

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

Readings and Resources

Required Textbook
- Letraset Catalog,
- Alastair Campbell, (1992) The Mac Designer's Handbook, Quatro Publishing

Recommended Reading
Friedrich F. (1998) Typography –when who how Koeln
Perfect C. (1992) The complete typography , Rockport Publishers
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.