



## Course card

Course title	Typography		
Semester (winter/summer)	winter/summer	ECTS	4
Lecturer(s)	Marta Niedbał, PhD		
Department	Institute of Art & Design		

### Course objectives (learning outcomes)

The typography course allows students to explore the topic of typography independently or in groups. In a consultative mode, students acquire creative skills regarding the author's lettering and ready-made typefaces, so that they can creatively realise lettering and typographic compositions, editorial, interactive projects and other creative applications of typography on their own.

### Prerequisites

Knowledge	Advanced knowledge of artistic problems and the development of artistic tasks within the level of MA studies.
Skills	The course content is individually tailored to each student depending on their research topic and level. The level of sophistication is adapted to the student's level. It is possible to take the course from scratch or as a continuation of participation from previous semesters of study.
Courses completed	

### Course organization

Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab) Atelier	S (Seminar)	P (Project)	E (Exam)	
Contact hours				50				



### Teaching methods:

- an introduction to basic typography in the form of a series of short lectures supported by practical exercises.
- presentation of examples of realisations illustrating technical and formal problems discussed
- formulation of an artistic problem of each individual student and working out a method of realisation
- implementation of the project in and outside the studios
- individual realisation of works within the framework of assigned themes
- individual and group discussion of the works

### Assessment criteria

- attendance in class
- completion of work on assigned topics
- progress made during the semester
- appropriateness of the use of resources in relation to the subject undertaken

### Course content (topic list)

Knowledge component: structural principles of the classical letter, principles of typeface construction, principles of letter/typographic composition, principles of tool letter construction, figures of the most eminent typographers.

#### Creative problems:

- the letter as an artistic material
- building emotions through typefaces
- creation of letter composition in the context of non-verbal communication of emotions and content.

### Compulsory reading

Lupton, Ellen, *Thinking with type: A critical guide for designers, writers, editors & students*  
Frutiger Adrian, *Signs and Symbols, Their Design and Meaning*

### Recommended reading

The recommended supporting literature is directly related to the topics of the tasks carried out.  
Lupton Ellen, *Extra Bold : A Feminist, Inclusive, Anti-Racist, Nonbinary Field Guide for Graphic Designers*

### Assessment methods:

	E – learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
			X		X	X		X					X