



Eskişehir Osmangazi University, College of Art and Design  
Department of Visual Arts

COURSE INFORMATION FORM

		SEMESTER	FALL
COURSE CODE	141213006	COURSE NAME	Text and Typography

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
3	4	2		5	8	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
	5		2	1

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Project	40
	Other		
FINAL EXAM		Project	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	BASIC COMPUTER USE II
COURSE CONTENT	Text and typography jargon, structural properties of characters, classification of type, mixed use of type, character forms, measures and kerning, word spacing, leading, hierarchy, color, emphasis, rhythm, symmetry and asymmetry concepts, Project.
COURSE OBJECTIVES	Teaching the Fundamentals of type and its use in art
CONTRIBUTION TO VOCATIONAL EDUCATION	Student learns how to use type in art
LEARNING OUTCOMES	<ul style="list-style-type: none"><li>Ability to select font type in text</li><li>Ability to use text and type in art</li></ul>
TEXTBOOKS	"Çağdaş Tipografinin Temelleri" Namık Kemal Sarıkavak (1997). Doruk yayın
REFERENCES	<ol style="list-style-type: none"><li>Görsel Tipografi Sözlüğü, Gavin Ambrose &amp; Paul Harris (2010), Literatür Yayınları</li><li>Tipografinin Temelleri, Gavin Ambrose &amp; Paul Harris (2005), Literatür Yayınları</li><li>Grafik Tasarımda Tipografi, Gavin Ambrose &amp; Paul Harris (2005), Literatür Yayınları</li></ol>
MATERIALS	Paper, pencil, computer, light table



Eskişehir Osmangazi University, College of Art and Design  
Department of Visual Arts

WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Introduction to the course
2	Fundamentals of text and characters, terminology
3	Structural characteristics of type
4	Classification of typefaces
5	Size, ascender, descender, x-height, kerning
6	Word spacing, leading
7	Typographic hierarchy, color, emphasis, rhythm, symmetry and asymmetry concepts
8	MIDTERMS
9	Project ideas
10	Project evaluation
11	Typographic collage
12	Project evaluation
13	Typographic art project
14	Project evaluation
15-16	FINAL EXAMS

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of visual art and relate to other disciplines.	X		
2	Understanding of the art culture, ethics, and the rights and responsibilities of artists.		X	
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and to reflect it into art pieces.			X
4	Ability to analyze with interrogation and critical thinking and to reflect it into work of art, and to find appropriate solutions to art problems.			X
5	Ability to recognize the art techniques and technology and to identify their differences, applications and methods.		X	
6	Ability to understand and practice the work of art process, its steps, and production techniques.		X	
7	Ability to refresh knowledge on art process and art information in accordance with the modern requirements and technological developments.			X
8	Ability to utilize various artistic and industrial production techniques.		X	
9	Appreciation of the national and universal values and ability to expand art concepts from national level to universal level.			X
10	Awareness for the protection of nature and the environment as well as eco-design,			X
11	Ability to prepare social responsibility projects in order to raise art awareness.		X	

LECTURER	SIGNATURE	DATE
Öğr. Gör A. Gaye KALAVLI		