ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	SPRING

COURSE CODE	141314002	COURSE NAME	Typography II

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
4	2	2	0	3	6	COMPULSORY	Turkish

COURSE CATEGORY				
Basic Education	Art	Visual Communication	Design	Social Science
		3	3	

ASSESSMENT CRITERIA			
	Evaluation Type	Quantity	%
MID-TERM	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (………)		
FINAL EXAM		1	60

PREREQUIEITE(S)	None
COURSE DESCRIPTION	Review of the basics of typography, Word-paragraph order, Initials, Numbers, Punctuation marks, Readability, color, Text-image relationship, Character deformation, Designing logos and logotypes
COURSE OBJECTIVES	Introduction of basic knowledge and principles of typography and the implementation of various design projects
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design. Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.
COURSE OUTCOMES	1. Ability to recognize the style of typography and letter. 2. Ability to choose proper type style to fit the design 3. Ability to design wherever typography is utilized
TEXTBOOK	1. "Çağdaş Tipografinin Temelleri" Namık Kemal Sarıkavak (1997). Doruk yayın
OTHER REFERENCES	1. "Gutenberg galaksisi: tipografik insanın oluşumu -McLuhan, Marshall- çev. Gül Çağalı Güven " 2. Meggs, Philip B. (1989) Type and Image. New York: Van Nostrand Reinhold Company. 3. Solomon, Martin (1990) The Art of Typography. New York: WatsonGuptill Publications. 4. Brady, Philip (1988) Using Type Right. Ohio: Nort Ligh Books..
TOOLS AND EQUIPMENTS REQUIRED	Computer, Projector, Light Table

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Review of the basics of Typography
2	Word-paragraph order, and the terms
3	Characteristics and classifications of Type
4	How to choose, use identify letterforms
5	Combining different letterforms
6	Letter sizing, font scaling
7	Kerning
8	MIDTERM EXAMS
9	Tracking and spacing
10	Leading
11	Positive-Negative spaces in Typography
12	Emphasis in Typography
13	Rhythm in Typography
14	Symmetry and Asymmetry in Typography
15	Review of work
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines.		x	
2	Ability to comprehend design culture and ethics, designers' rights and responsibilities			x
3	The ability to grasp the visual language and aesthetic sensitivity of design and to reflect these on designs	x		
4	Ability to analyze critically, reflect this on their designs, and offer appropriate solutions to problems		x	
5	Ability to recognize design technique and technology, comprehend application areas and methods	x		
6	Ability to comprehend and apply the design process and production techniques	x		
7	Ability to update design information in line with the requirements of the age and technological developments		x	
8	Comprehending local and universal values; ability to develop an understanding of design from local to universal		x	
9	Ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems.			x

1: None. **2**: Partially contribution. **3**: Completely contribution.

Instructor(s):

Signature: **Date:**