



COURSE INFORMATION FORM

Course Name	Course Code
Text and Typography	1413xxxxx

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
2	2	1	3	5

Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
		2	1	

Course Language	Course Level	Course Type
Turkish	Undergraduate	Compulsory

Prerequisite(s) if any	-
Objectives of the Course	<ul style="list-style-type: none"> -To introduce the history and contemporary applications of typefaces in various fields of Visual Communication Design. -To teach viewing, understanding, and using the visual aspect of language as a powerful communication tool. -To provide a design vision regarding the characteristics and contexts of typefaces. -To use typography as a tool in the context of expressing and communicating through design, covering topics such as letterform structure, type classification systems, typographic terminology, the history of type and printing, principles of spacing, the use of typographic contrast in composition, readability, and hierarchy.
Short Course Content	<ul style="list-style-type: none"> -Definition of typography and basic terms related to typography. -What are Writing and Typography? -Historical development of typography. -What is spacing and how is it done? -Anatomical features of typefaces. -Classification of typefaces.

Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1 Understands the definition of typography, its importance in visual communication, and the historical development of typography.	1	1	A
2 Learns the basic terms and concepts of typography.	1, 3	1	A
3 Gains knowledge about the anatomical features of typefaces, learns about type families, type weights, styles, and classifications.	1, 3	1, 6	D, G
4 Learns how to select, use, and distinguish typefaces appropriate for design.	1, 3, 4, 6	1, 6, 10, 12	D, G
5 Learns about letter measurements, understands different types of letters, and distinguishes between majuscule and minuscule forms of letters.	1, 3, 4, 6	1, 6, 0, 12	D, G
6 Learns about the types and characteristics of spacing.	1, 3, 4, 6	1, 6, 14	D, G

*Teaching Methods 1:Expression, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Trouble/Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

**Measuring Methods A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

7	Learns general design principles such as emphasis, positive/negative space, symmetry/asymmetry, rhythm, alignment, and color suitability.	1, 3, 4, 6	1, 6, 0, 12	D, G
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Main Textbook	Instructor's Notes, Presentations, and Examples Becer, Emre. (1999) İletişim ve Grafik Tasarım, Dost Yayınevi Sarıkavak, Namık. (1997) Çağdaş Tipografinin Temelleri, Doruk yayın
Supporting References	Ambrose, Gavin&Harris Paul (2012) Görsel Tipografi Sözlüğü, Literatür Yayınları, İstanbul, Çev. Bengisu Bayrak Garfield, Simon. (2010) Tam Benim Tipim, Domingo Ambrose, Gavin& Harris Paul. (2012) Tipografinin Temelleri, Literatür Yayınları, İstanbul, Çev: Bengisu Bayrak Ambrose, Gavin&Paul Harris (2014) Grafik Tasarımda Tipografi, Literatür Yayıncılık, İstanbul, Çev. Bengisu Bayrak Meggs, Philip B. (1989) Type and Image. New York: Van Nostrand Reinhold Company.
Necessary Course Material	Computer, Projector, Scanner, Printer, Drawing Paper, Drawing Pencils, Ruler, Eraser

Course Schedule	
1	What is Typography?, Its Purpose, Working System, Importance in Visual Communication Design
2	Historical Development of Typography
3	Basic Terms Related to Typography: Anatomy of a Letter, Typeface, Typeface Family, Typeface Weight and Styles, Classification of Typefaces
4	Practical Assignment Basic Terms Related to Typography: Anatomy of a Letter, Typeface, Typeface Family, Typeface Weight and Styles, Classification of Typefaces
5	Distinguishing Typefaces, Selection and Use of Appropriate Typefaces for Design
6	Practical Assignment Distinguishing Typefaces, Selection and Use of Appropriate Typefaces for Design
7	Practical Assignment Distinguishing Typefaces, Selection and Use of Appropriate Typefaces for Design
8	Mid-Term Exam
9	Letter Measurement, Majuscule and Minuscule Letter Structure and Their Use in Design
10	Practical Assignment Letter Measurement, Majuscule and Minuscule Letter Structure and Their Use in Design
11	Spacing, Line Spacing, and Text Adjustments
12	Practical Assignment Spacing, Line Spacing, and Text Adjustments
13	Using Typography with General Design Principles such as Emphasis, Positive/Negative Space, Symmetry/Asymmetry, Rhythm, Alignments, and Color Suitability
14	Practical Assignment Using Typography with General Design Principles such as Emphasis, Positive/Negative Space, Symmetry/Asymmetry, Rhythm, Alignments, and Color Suitability
15	Practical Assignment Using Typography with General Design Principles such as Emphasis, Positive/Negative Space, Symmetry/Asymmetry, Rhythm, Alignments, and Color Suitability
16,17	Final Exam

***Teaching Methods** 1:Expression, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Trouble/Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

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Calculation of Course Workload			
Activities	Number	Time (Hour)	Total Workload (Hour)
Course Time (number of course hours per week)	14	3	42
Classroom Studying Time (review, reinforcing, prestudy,...)	14	1	14
Homework	7	4	28
Quiz Exam			
Studying for Quiz Exam			
Oral exam			
Studying for Oral Exam			
Report (Preparation and presentation time included)			
Project (Preparation and presentation time included)			
Presentation (Preparation time included)			
Mid-Term Exam	1	1	1
Studying for Mid-Term Exam	1	28	28
Final Exam	1	1	1
Studying for Final Exam	1	28	28
Total workload			142
Total workload / 30			4,73
Course ECTS Credit			5

Evaluation	
Activity Type	%
Mid-term	30
Homework	20
Final Exam	50
Total	100

RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO) (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)		
NO	PROGRAM OUTCOME	Contribution
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	5
2	Ability to comprehend design culture and ethics, designers' rights and responsibilities	5
3	The ability to grasp the visual language and aesthetic sensitivity of design and to reflect these on designs	5
4	Ability to analyze critically, reflect this on their designs, and offer appropriate solutions to problems	5
5	Ability to recognize design technique and technology, comprehend application areas and methods	3
6	Ability to comprehend and apply the design process and production techniques	3
7	Ability to update design information in line with the requirements of the age and technological developments	1
8	Comprehending local and universal values; ability to develop an understanding of design from local to universal	1

9	Ability to comprehend the importance of sustainable design in the protection of nature and the environment	1
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems.	1

LECTUTER(S)	
Prepared by	Dr. Öğr Üyesi Mine Küçük
Signature(s)	

Date:11.07.2024