

# TYPOGRAPHY

1	Course Title:	TYPOGRAPHY
2	Course Code:	GRTS201
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	2
11	Prerequisites:	-
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr.Gör. GÜLTEKİN ERDAL
15	Course Lecturers:	Öğr.Görv. Gültekin Erdal
16	Contact information of the Course Coordinator:	Teknik Bilimnler MYO gultekinerdal@uludag.edu.tr / tel: 2942373
17	Website:	
18	Objective of the Course:	To provide information and experiences about the formation of letter, word, line and gap which are important element of typography
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	The ability to think in a different and multi way
	2	Without using image photo and suchlike visuals, expressing with typography and to strengthen
	3	Providing a semiotic balance between the typographic characters and visuals
	4	Effectively using the information that every typographic character has a different and hidden expression
	5	Sending typographic messages directly to the receiver
	6	The ability to think in a different and multi way
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Definition of typography and its historical development	Anatomies and measurements of letters
2	To classify the characters of typography	1)traditional writings 2)writings of transition period
3	To classify the characters of typography	3)modern writings 4)writings with square sheriff
4	To classify the characters of typography	5)writings without sheriff 6)gothic writings 7)hand writings

5	Typographic measurements	Type-kadrat and its types-unit, measurements, like Kerning, short time work on espas and its group
6	Writing family, writing types, writing according to its thickness and its naming	Forming a writing family
7	Writing family, writing types, writing according to its thickness and its naming	Forming a writing family
8	Subject repeat and Midterm exam	Subject repeat and Midterm exam
9	Syntax The main elements of typography form and anti-form in letters and words, marj typographic elements	Typographic message exercises study and suitable word chose
10	The definitions of typographic message good and bad examples Denotation Connotation	Evaluating the study according to the objectives, suggestions ,directions semiotic balance
11	Readability and its importance	Last evaluation of the studies and their submitting
12	What is readability? Why is readability needed?	Exercises about visual hierarchies in typography
13	The 3 important qualities of readability	Evaluating the studies according to the objectives suggestion semiotic balance
14	The bad impact of the writing cannot be read	Last evaluation of the studies and their submitting

22	Textbooks, References and/or Other Materials:	Becer, Emre (1999), communication and graphic design, Dost Book Shop, Ankara 2. Clair, Kate. A Typographic Workbook: A Primer to History, Techniques, and Artistry. 3. John Wiley Sons, Inc, New York, 1999 Gordon Maggie
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Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		5	2.00	28.00
Practicals/Labs		14	1.00	14.00
Self-study and operations		14	1.00	14.00
Homeworks		2	10.00	20.00
Midterm Exam		1	0.00	0.00
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Home work-project		2	40.00	0.00
Midterm exams		1	0.00	0.00
Others		0	0.00	0.00
Total		4	100.00	0.00
Final Exams		1	0.00	0.00
Total Work Load				76.00
Total work load/ 30 hr				2.53
Contribution of Final Exam to Success Grade		50.00		
ECTS Credit of the Course				3.00
Total		100.00		

Measurement and Evaluation Techniques Used in the Course		
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24	ECTS / WORK LOAD TABLE
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25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0
ÖK2	4	4	4	4	4	4	4	4	0	0	0	0	0	0	0	0

ÖK3	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0
ÖK4	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0
ÖK5	5	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0
ÖK6	4	2	2	2	2	2	2	2	0	0	0	0	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			