

Liverpool John Moores University

Title: TYPOGRAPHY
Status: Definitive
Code: **4500GD** (116081)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: St Helens College

Team	Leader
Carole Potter	Y

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 96.00
Total Learning Hours: 240 **Private Study:** 144

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	16.000
Practical	60.000
Tutorial	10.000
Workshop	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	AS1	Journal of typographic research, development, experimentation and projects.	100.0	

Aims

*To encourage typographic exploration within design practice.
To introduce the contextual background of typography.
To explore the relation of type and image in visual language.
To promote digital development.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Manipulate letterforms to create visual imagery.
- 2 Document ideas and experiments that explore the relationship between type and image.
- 3 Discuss typographic principles at an introductory level.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Journal 1 2 3

Outline Syllabus

This module is about the art and skills of designing communication by means of the printed word. Traditional and current typographic practice will be explored and an understanding of theoretical study and practical activity developed. Through practical work students will produce experimental design solutions to extend understanding of typography and address the relationships between design, communication and meaning. Changing fashions in letterform developments and typography will be explored encouraging students to consider typographic style when selecting and using type forms in practical design work.

Learning Activities

The framework for the module will be a combination of lectures and workshops to develop practical design skills. During projects and workshops tutorials will support individual development.

References

Course Material	Book
Author	Perry, M
Publishing Year	2007
Title	Hand Job
Subtitle	A Catalog of Type
Edition	
Publisher	Princeton Architectural Press
ISBN	1568986262

Course Material	Book
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Author	Heller, S & Anderson, G
Publishing Year	2009
Title	New Vintage Type: Classic Fonts for the Digital Age
Subtitle	
Edition	
Publisher	Thames & Hudson
ISBN	0500288186

Course Material	Book
Author	Tschichold, J
Publishing Year	2006
Title	The New Typography
Subtitle	
Edition	
Publisher	University of California Press
ISBN	0520250125

Course Material	Book
Author	Purvis, A. W
Publishing Year	2010
Title	A Visual History of Typefaces and Graphic Styles
Subtitle	
Edition	2nd
Publisher	Taschen GmbH
ISBN	3836515148

Course Material	Book
Author	Spiekermann, E
Publishing Year	2002
Title	Stop Stealing Sheep and Find Out How Type Works
Subtitle	
Edition	
Publisher	Adobe
ISBN	0201703394

Course Material	Book
Author	Kane, J
Publishing Year	2002
Title	A Type Primer
Subtitle	
Edition	
Publisher	Pearson Education
ISBN	10: 013099071X

Notes

This module is about the art and skills of designing communication by means of the printed word. Students will document typographic research, development, experimentation and projects in a visual journal.