Teaching guide

IDENTIFICATION DETAILS

Degree:	Design

Field of Knowledge:	Arts and Humanities

Faculty/School:	Communication Science

Course:	TYPOGRAPHY

Type:	Compulsory	ECTS credits:	6

Year:	2	Code:	1529

Teaching period:	Fourth semester

Area:	Additional Tools

Module:	Design Tools

Teaching type:	Classroom-based

Language:	Spanish

Total number of student study hours:	150

SUBJECT DESCRIPTION

Typography is a 6-credit compulsory course that focuses on the analysis and application of typographic forms. This course is intended to provide students with a theoretical and practical background to typographic tradition and new technologies so that they may acquire a set of skills that can be applied to the layout, design and creation both of new alphabets and of different examples of corporate identity.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop students' creative capacity based on firm theoretical and practical foundations allowing them to raise, solve and present design problems in a unique, original manner.

To form designers capable of working in the experimental field, using basic aesthetic tools, such as drawing and colour treatment, along with the latest technological tools applied to graphic design, audio-visual design, space design and other techniques specific to this field.

To instil in students the ability to work in a team, working independently while supporting a global project, defining responsibilities and cooperating with other professions and trades in the pursuit of a common goal.

To provide students with a broad overview of the world of design through a familiarity with all its different disciplines, thereby taking full advantage of the synergies and creative resources shared by various professionals in this field.

To instil in students the necessity and responsibility to apply the methods of usability while at the same time adhering to all legal and environmental regulations during the products and messages' design and manufacturing processes.

To train students to work as independent, self-sufficient professionals on design projects.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

Specific skills

To acquire knowledge of and master typography.

To acquire an ability for analytical (self-)reflection and (self-)criticism in creative work.

Conoce y es capaz de utilizar un sistema de clasificación tipográfico profesional.

Comprende la anatomía de la letra y su comportamiento como texto e imagen para aplicarlas a diferentes estructuras de una composición.

Es capaz de identificar 14 fuentes claves en la historia de la tipografía con uso contemporáneo.

El alumno da solución gráfica a conceptos específicos de selección, jerarquía tipográfica y creación de identidad.

Conoce los principios básicos para crear una tipografía.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours