Jordan University of Science and Technology
Faculty of Architecture And Design
Design And Visual Communication Department

DV341 Typographic
First Semester 2023-2024

Course Catalog
3 Credit Hours. The course introduces students to critical aspects of typographic design. The course focuses on the history of type and the technical execution of lettering for reproduction, problem-soling and aesthetic use of display and text type, creative thinking, along with prescribed techniques and media.

Text Book	
Title	Thinking with Type, A Critical Guid for Designers, Writers, Editors & Students.
Author(s)	by Ellen Lupton
Edition	2nd Edition
Short Name	Thinking with Type
Other Information	

Course References

Short name	Book name	Author(s)	Edition	Other Information
The understanding by design guide	The understanding by design guide, to Creating High-Quality Units.	by Grant Wiggins and Jay McTighe	2nd Edition	
Typographic Design	Typographic Design, Form and Communication, by Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa, Mark Sanders.	by Rob Carter, Sandra Maxa, et al.	1st Edition	
WHY FONT MATTER	WHY FONT MATTER	by Sarah Hyndman	1st Edition	
Online resources and websites	Typeface Classification: Typography Basics: Typeface Classification	FREE COURSE	Envato Tuts+	1st Edition	

Online resources and websites	Beginning Graphic Design: Typography	GCFLearnFree	1st Edition	
Online resources and websites	type-ed.com/resources/rag-right/2017/10/18/3-steps-to-great-typeface-pairs	MICHAEL STINSON	1st Edition	
Online resources and websites	When to Use Each Font Type (and When Not)	Envato Tuts+	1st Edition	

Instructor	
Name	**Dr. Laila Ibrahim**
Office Location	-
Office Hours	Sun : 09:00 - 11:00 Mon : 12:00 - 14:00 Tue : 09:00 - 11:00 Wed : 12:00 - 14:00 Thu : 10:00 - 12:00
Email	liibrahim@just.edu.jo

Class Schedule & Room
Section 1: Lecture Time: Sun, Tue : 14:30 - 17:30 Room: LAB Section 3: Lecture Time: Mon, Wed : 08:30 - 11:30 Room: LAB

Prerequisites		
Line Number	**Course Name**	**Prerequisite Type**
2232410	DV241 Computer Graphics And Illustration	Prerequisite / Study

Tentative List of Topics Covered		
Weeks	**Topic**	**References**
Week 1	Course policy and syllabus Introduction for Course	
Week 2	Explanation and detail in the classifications of letters Assignment - 1 (character classification) Typeface classification practice	From **Thinking with Type**, From **Online resources and websites**

Week 3	Explanation and detail in the Terminology and Anatomy of Typography Assignment - 2 The student has to answer direct questions about the anatomy of letters.	From **Thinking with Type**, From **Online resources and websites**
Week 4	Review students' work	From **Thinking with Type**
Week 5	project 1 Submission of the process book and the Latin alphabet poster	
Week 6	Explanation and detail in the Rules of Arabic Alphabet Assignment - 3 Each student will create Arabic letters based on the grid system and building unit.	From **The understanding by design guide**
Week 7	Review students' work	From **The understanding by design guide**
Week 8	Review students' work	From **The understanding by design guide**
Week 9	project 2 Submission of the process book and the Arabic alphabet poster	From **The understanding by design guide**
Week 10	Assignment - 4 Create guidelines that reflect the correspondence of Arabic and Latin letters and convey consistency visually.	From **The understanding by design guide**, From **Typographic Design**
Week 11	Draft ideas for final project (themes, art direction)	From **WHY FONT MATTER**
Week 12	Review students' work	
Week 13	Review students' work	
Week 14	exercise : implementing posters using arabic & Latin Typefaces Bilingual typography exercise : create bilingual designs	From **Typographic Design**, From **Online resources and websites**
Week 15	Final project	
Week 16	Final project	

Evaluation

Assessment Tool	Weight
Project 1	20%
project 2	20%
Assignments	10%
Final Project	50%

Policy	
Exams	There are 4 Assignment and 2 exams, and final exam
Attendance	Attendance is obligatory; the allowable absence is 10% of the contact time.
Submission of Assignments	- All work must be submitted on time. - Late submissions will not be accepted and will not be evaluated. - All assignments should be individually developed. There will be no "team" assignments. - Assignments are normally to be submitted before the next course assignment starts. - Each assignment builds on the previous one, so in case of not submitting an assignment on time, it will be the student's responsibility to catch up and finish the upgraded assignment to continue for the new assignment.
Participation	Participation is highly appreciated and encouraged

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