

The Art of Typography - A Brief Overview of the Module

“Typography is the art of taking written language and making it appealing to the audience.”

Creative Bloq 2016

What classes as ‘Typography’?

**“The details aren’t the details.
They make the design.”**

Charles Eames

A Typeface is a family of Fonts.

Helvetica

is a Typeface

Helvetica Bold

Helvetica Italic

Helvetica Light

are all fonts.

What makes a good typeface?

- Which typefaces do I use?
- Which do I stay away from?
- Why does one face work better than another?
- Can I use free fonts?





COMIC SANS

**Selecting the right typeface
for the right job**



“Fonts give words, voices”

- Sarah Hyndeman



BURGER



BURGER

Giving your work a personality



Serif

The name given to typefaces that have little 'feet' at the end of the strokes.

Good examples would be Baskerville or Bodoni.



Sans Serif

The name given to typefaces that do not have little 'feet' at the end of the strokes.

Good examples would be Helvetica or Univers.

Hierarchy & Guiding the Eye

Creating an order within
a piece of design.



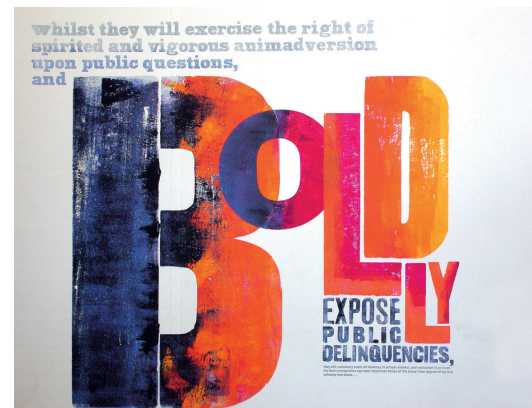
The Grid System The ultimate resource in grid systems. <i>"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."</i> Josef Müller-Brockmann			
Articles	Tools	Books	Templates
Applying Divine Proportion to Your Web Designs This article explains what is the Divine proportion and what is the Rule of Thirds and describes how you can apply both of them effectively to your designs. 01.Dec.2008	Syncotype Syncotype is a simple tool to help align your text to a baseline grid. Enter your line height and offset in pixels in the Syncotype control box and click "Syncotype it" to overlay a baseline grid in red. 01.Dec.2008	The Typographic Grid We consider this to be the academic part two to "Grid Systems." Hans Rudolf Bosshard tackles a deeper understanding of the complex grid. 30.Nov.2008	InDesign 8.5x11 Grid System (12) Adobe InDesign file with a grid system for an 8.5"x11" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid. 29.Nov.2008
The Grid: The Structure of Design	Phiculator Phiculator is a simple tool which, given any number,	Grid Systems Grid Systems provides a rich, easy-to-understand	InDesign 11x17 Grid System (12) Adobe InDesign file with a



Giving your work a structure



Creative Lettering - a tool for image-making



Who needs images!?

Alan Kitching

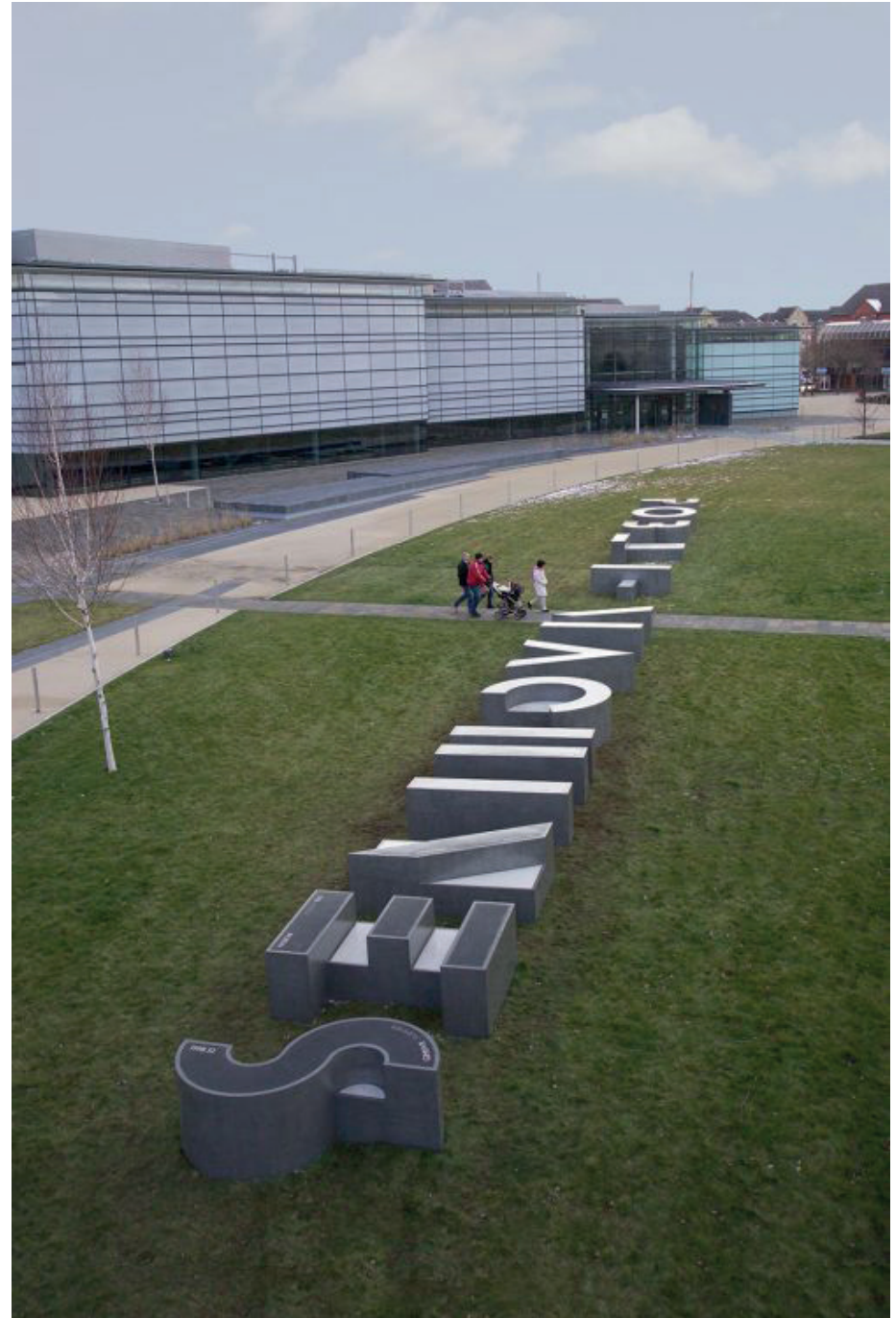
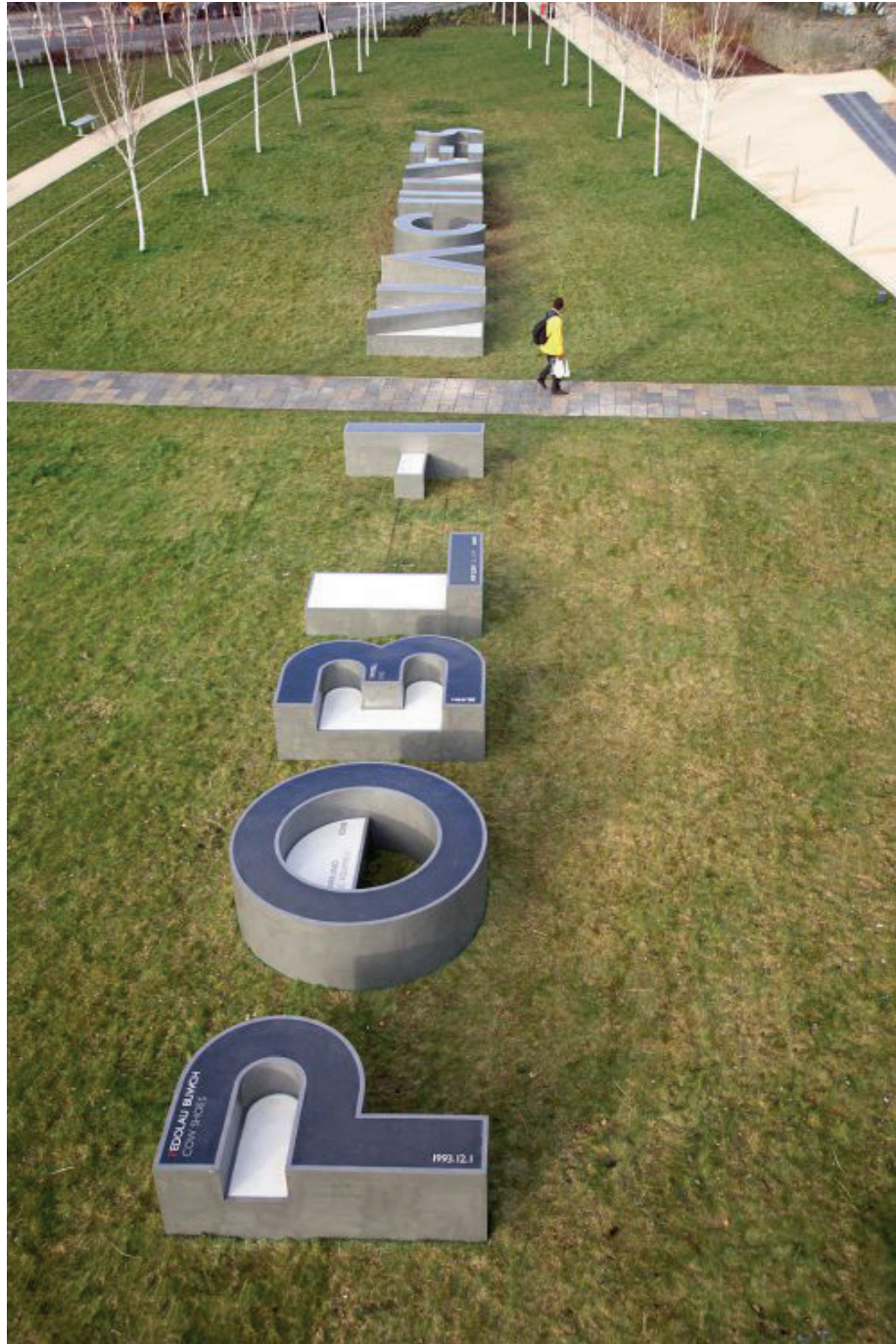


Type working with the image



Typography off the page

Comedy Carpet - Gordon Young

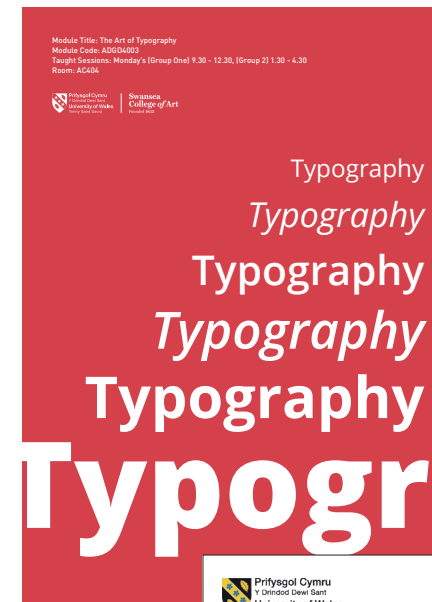




Industry Standard Software

How will the Module Work?

- Weekly Monday Sessions
- 3 Projects set between now and Christmas
- Each brief has a set of requirements to meet (See Assignment Specification for these)
- The module has a formative, and a summative deadline



Prifysgol Cymru
Y Ddwydd Dewi Sant
University of Wales
Trinity Saint David

APPENDIX GA36a

LEVEL 4 ASSESSMENT SPECIFICATION			
Student name:		Student ID number:	
Programme:	BA/MDes Graphic Design & BA/MDes Advertising & Brand Design		
Module:	The Art of Typography		
Module code:	ADGD4003	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Harry Richmond & Martin Bush	Internal Verifier:	Donna Williams
Assignment Title:	Task 1. Computer Arts Cover & Spread Task 2. Progressive Layouts Task 3. Design a Typeface or Typographic Album Art	Word count (or equivalent):	
Submission deadline:	Formative Deadline for Task 1 21.10.2019 Summative Deadline for all tasks 12 noon on 06.01.2020	Return date of provisional marks & written feedback:	Week of 13 th - 17 th January (Times TBC)
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method: The Typography portfolio of work from all three tasks is to be submitted by 12pm on 6 th January 2020 to Harry Richmond in room AC404. Please read this design brief for further details. Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

