

READING LIST

Essential

Anderson, G. & Heller, S. (2014) *The Typographic Universe: Letterforms Found in Nature, the Built World and Human Imagination*, London. Thames and Hudson

De Jong, Cees W. Tholenaar, J.& Purvis, A. W. (2013) *A Visual History Of Typefaces and Graphic Styles*, Germany. Taschen

Jury, D. (2004) *About Face: Reviving the Rules of Typography*, Mies, Switzerland: Rotovision

Santa Maria, J. (2014) *On Web Typography*, New York. A Book Apart

Sullivan, L. (2008) *Hey Whipple, squeeze this: A guide to Creating Great Advertising*, New Jersey: John Wiley & Sons. Inc Hoboken

Usborne, N. (2002) *Net Words*, New York: McGraw-Hill

Young, J. (2003) *A Technique for Producing Idea*, New York: McGraw-Hill

Carter, R., Meggs, P. B. & Day, B. (2011) *Typographic Design: Form and Communication*. New Jersey. John Wiley and Sons.

Erler, Johannes. (2014) *Hello, I am Erik. Erik Spiekermann: Typographer, Designer, Entrepreneur*. Berlin. Die Gestalten Verlag.

Berman, M. (2012) *The Copywriter’s Toolkit. The Complete Guide to Strategic Advertising Copy*. New Jersey. John Wiley and Sons.

Recommended

Baines,P.& Haslam, A. (2002) *Type & Typography*, London: Lawrence King

Gill, E. (1988) *An Essay on Typography*, London: Lund Humphries

Maslen, A. (2009) *Write To Sell: The Ultimate Guide to Great Copywriting*. Singapore. Marshall Cavendish.

Maslen, A. (2015) *Persuasive Copywriting: Using Psychology to Engage, Influence and Sell*. London. Kogan Page.

Background

Jury, D. (2001) *Typographic Writing*, London: ISTD

Poynor, R. (2001) *Typographica*, London: Lawrence King

Weingart, W. (2000) *Typography: My Way to Typography*, Switzerland: Lars, Muller, Baden

Why Not Associates (2003) *Why Not*, London: Booth-Clibborn Editions

Usborne, N.(2002) *Net Words*, New York: McGraw-Hill

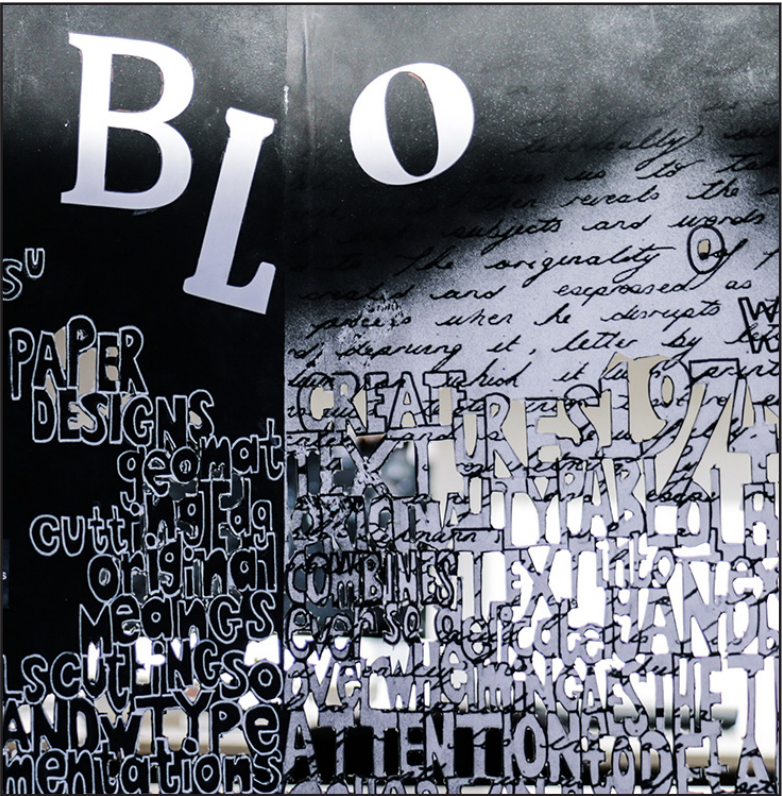
Journals

- CR
- Baseline
- Design Week
- Eye
- Graphis

Useful Websites

- <http://www.mad.co.uk>
- <http://www.marketingsherpa.com>
- <http://wizardofads.co.uk>
- <https://dandad.co.uk>

Module Handbook
18/19



M4X02125
LEVEL 4
20 Credits

BA(Hons) MDes Advertising and Brand Design
TYPOGRAPHY (ABD)
Martin Bush

Semester 1
Thursday 12.30pm - 4.30pm
27.09.18 to 24.01.19

Teaching hours	Independent learning hours
48	152

MODULE AIMS

To encourage and stimulate recognition of the role of typography and letter-forms, craftsmanship and legibility within the medium of advertising and brand design.

To develop skills and strategies to generate innovative and effective typographic based solutions which demonstrate the importance of synergy of typography and image in the advertising and brand design process in order to resolve a range of communication tasks.

LEARNING OUTCOMES

Upon the successful completion of this module, the student will be able to demonstrate the ability to:

1. Demonstrate recognition of typefaces and type styles used in advertising and brand design.
2. Produce a body of work that demonstrates the application of typography in terms of designing with words, craftsmanship and legibility and the relationship of space and form.
3. Demonstrate proficiency in how to choose typography sympathetically as part of an effective integrated advertising and brand design communication message.

INDICATIVE CONTENT

- Identifying typographic fonts.
- Communicating a message using typography.
- Identifying how brands use typography.
- Understanding and identifying the relationship between typography and image.
- Employ methods of expressing emotion through typography.
- Experimenting with software (Adobe Suite) to create typographic messages.
- Reproducing typography for publication.
- Sustainable development in terms of typographic skills.

ASSESSMENT CRITERIA

Coursework: 100%	Activity type	Percentage
Assessment Component 1 - 100% (3000 equivalent)	Written	-
Portfolio of work	Coursework	100%
	Practical	
	TOTAL	100%

Detailed assessment criteria will be found on the reverse of each project brief.

Feedback

Feedback can be defined in two categories, formative and summative. Formative feedback can be given verbally or written and may take place in group critiques or one-to-one tutorials during the progression of the project and after its conclusion. Summative feedback will be given as written feedback at the end of a module.

The Graphic and Digital Arts Mid Sessional Exam Board takes place week commencing Monday 4th February 2019. The marks for this module will be submitted to this Board.

Feedback on project assessment will be given to the student within 20 working days of submission.

Please see the course handbook for details of the university policy on attendance and plagiarism.

DELIVERABLES

This portfolio would comprise of 2 projects; Typography for consumer advertising and Typography for advertising publication. Each project would consist of; research and analysis of information gathered from varies primary and secondary sources, visual development of concepts under investigation showing examples of divergent and convergent thinking in the form of a layout pad or sketchbook. It would show development pathways and the process of analysis through annotation and idea generation. Each project would include a presentation of the final solution. This could vary in format. It could include an audio/digital presentation, mounted concepts or an exhibition.

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Room
1	27.09.18	Welcome. Introduction to A&BD Course.	12.30pm	AD602
2	04.10.18	Introduction to Typography lecture and Brand Alphabet brief.	12.30pm	AD602
3	11.10.18	Informal presentations. Typographical Expression lecture and exercise.	12.30pm	AD602
4	18.10.18	Typographical Cover Art lecture. Cover art brief.	12.30pm	AD602
5	25.10.18	Film about type. Cover Art research expedition.	12.30pm	AD602
6	01.11.18	Goup critique and tutorials for Cover Art brief.	12.30pm	AD602
7	08.11.18	Cover Art project continues.	12.30pm	AD602
8	15.11.18	Cover Art student presentations. Typographers lecture and brief.	12.30pm	AD602
9	22.11.18	Typographers project continues.	12.30pm	AD602
10	29.11.18	Tutorials for progress on Typographers project.	12.30pm	AD602
11	06.12.18	Typographers student presentations.	12.30pm	AD602
12	13.12.18	Typographic Portrait studio exercise. Summative Deadline.	12.30pm	AD602
-	-	CHRISTMAS BREAK - 17th December to 4th January	-	-
13	10.01.19	Marking and Assessments.	-	-
14	17.01.19	Marking and Assessments.	-	-
15	24.01.19	Marking and Assessments.	-	-

SUMMATIVE DEADLINE

13th DECEMBER 2018 at 2.30pm

13.2.3 Extenuating Circumstances Procedures

- (1) All claims for extenuating circumstances should be submitted to the Academic Office by the student as soon as possible and must be received by the Academic Office no more than 15 clear working days after the original date for submission of an assessment or the scheduled date of an examination. Claims submitted outside of this timeframe will not be considered unless there is independent evidence to show compelling reasons as to why the claim was not received in a timely manner. All claims must be made using the Extenuating Circumstances Form (Appendix GA1). Claims made by staff or other students on behalf of a student who is not aware of the claim him/herself cannot be accepted.
- (2) All claims must be supported by verifiable independent documentary evidence which clearly identifies the extenuating circumstances and their duration. All claims must be accompanied by evidence of the actual date of submission of an assessment in the form of an official submission receipt or confirmation from a member of staff that the assessment has been submitted. Where evidence is awaited, the student must provide an indication of the likely evidence and associated timescale for providing the evidence.
- ### 7.5 Assessment Submission
- (5)Late submission penalties must be applied to work that is not submitted by the published deadline. Work which is submitted up to 1 week late will be capped at the minimum pass mark for the Level for first attempts and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel (see Chapter 13 of the Academic Handbook).
- (6) Work submitted more than 1 week after the submission deadline will be considered as an invalid submission, will not be marked, and must be recorded as a non-submission.