

Course Syllabus

1	Course title	Typography 1
2	Course number	2001164
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	
5	Program title	
6	Program code	
7	Awarding institution	University of Jordan
8	School	School of Art and Design
9	Department	Multimedia
10	Level of course	
11	Year of study and semester (s)	
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English, Arabic
15	Date of production/revision	2022

**16. Course Coordinator:**

Office numbers, office hours, phone numbers, and email addresses should be listed.

Monday, Wednesday 10:00am – 01:00pm  
ihsandesign@gmail.com

**17. Other instructors:**

Office numbers, office hours, phone numbers, and email addresses should be listed.

**18. Course Description:**

As stated in the approved study plan.

The course will focus on typography as a medium of visual communication by exploring the Latin characteristics of letter forms and text. Student exercises focus on type as image and the relationship between visual and verbal hierarchies, the expressive use of typographic form, format/informational organization problems, technical details of typographic specification and computer layout, terminology, typographic history, technical issues related to typography.

## 19. Course aims and outcomes:

<p><b>A- Aims:</b> Exploration and experimentation with letter forms and page layout for expressive communication. Fundamental typographic principles, font recognition, and in this course I will teach students how to work with type as a stand alone design element and how to go further in their experiments. Emphasis on content, form, and technique for effective use of typography in ads, posters, newsletters and other visual communications.</p>
<p><b>B- Intended Learning Outcomes (ILOs):</b> Upon successful completion of this course students will be able to</p>
1. Cultivating typographic sensibilities.
2. How to select the appropriate font for the message you're communicating.
3. Demonstrate how type can work as image.
4. Developing and applying creative ideas to design problems.
5. Understanding typographic/design principles and typographic terms such as: Ascender, descender,
6. x-height, serif, sans serif.
7. Demonstrate the ability to visualize and control typographic spacing parameters such as kerning, rags, tracking and letter spacing.
8. Exploring type as an independent design element.
9. Becoming familiar with typographic terminology.
10. Becoming familiar with grid systems as organizational tools.
11. Exploring type adjustment, manipulation and management techniques used in various design programs.

## 20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Font recognition	Week: One- Four	Ihsan Hammouri	Cultivating typographic sensibilities	Research	Book: Element of typographic style
Working with grid systems	Week: Four- Six	Ihsan Hammouri	Becoming familiar with typographic terminology	Projects in class demonstration	Book: 3-The anatomy of type
Typography Exploration	Week: Seven- Ten	Ihsan Hammouri	Experimenting type as an independent design element	Projects in class demonstration	
Working with type as an image	Week: Ten- Twelve	Ihsan Hammouri	Applying creative ideas	Projects in class demonstration	Book : Thinking with type
Type experiment	Week: Twelve- Fourteen	Ihsan Hammouri	Applying creative ideas	Projects in class demonstration	

## 21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

- Research and reading
- Design process
- Creative process
- In class feedback process

## 22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

In class feedback and assignments (projects based)

## 23. Course Policies:

A- Attendance policies:

Class presence and participation points are given to encourage Students active class participation and discussion.

B- Absences from exams and handing in assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

First project = 20 Second Project = 20 Final project= 40 Participation= 10 Attendance= 10

F- Available university services that support achievement in the course:

## 24. Required equipment: ( Facilities, Tools, Labs, Training...)

Apple computers, Software: Adobe illustrator  
Projector ( Datashow )

**25. References:**

Required book (s), assigned reading and audio-visuals:

Recommended books, materials, and media:

Element of typographic style  
The Anatomy of type  
Thinking with type

**26. Additional information:**

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----