Module name	TYPOGRAPHY
Entity running the course	Faculty of Graphics and Media Arts
Entity for which the course has been prepared	
Coursee type	core module, compulsory
Year of study/semester; type of studies	II, sem. 3 and 4; Master's studies
ECTS credits	1 ECTS Pt / sem.
Scademic tutor	ad. Andrzej Moczydłowski
Aim of the course	Acquisition of qualitative experience in the scope of classic, reader typography based on the vertical and horizontal. Recognition of typographic means of expression. Acquisition of competencies in assessment of a typographic material. Knowledge of basic publishing formats. Initial experience of the type design issues based on tradition and the present time.
Prerequisites	Knowledge of the morphological features of the Latin alphabet. Experiencing creational properties of a letter sign in respect of a grapheme – a graphic design of a letter. Knowledge of basic terminology and classification of print types. Experiencing a typographic material: type – font. Basic awareness and sensitivity in a definite letter environment. Using computer graphic programs.
Learning outcomes:	
– *knowledge*	Students can work with text based on the typographic environment aspects. They know the issues of macro and micro typography. Introduction to print type design, ability to analyze constant and changing features of letters.
– *skills*	Students can create text layout of various complexity based on net modules and layout skills in relation to publishing forms and formats. Consciously experience and create a typographic environment based on the individual workshop and computer environment. Practical experience of a typographic and paper material as flat and spatial creations.
– *personal and social competence*	Students acquire personal competencies in personal relations a student – pedagogue (context, writing, letter creations).
Course content	Text as a meaningful set of words. Text structure (words, lines, space, text face). Reading aspects – reading line, initial elements, text leading, emphases, reception sequences, final elements. Text graphic and visual aspects (perception). Typesetting (establishing formatting elements), paragraphs, text makeup. Optical alignment of composition lines (kerning, tracking). Assessment of text composition areas (aesthetic, functional). Layout, net modules – references to publishing forms of books and the press. Formatting of publishing forms (types of system paper sheet folding). Introduction to the issues of typeface design based on an individual printmaking experience (a letter) and formal analysis (a typeface). Letter planes as a graphic material in intentional presentation.
Course form and number of module hours	Individual and group consultations and corrections, lectures 30 hrs /sem (15 x 2 godz.)
Assessment methods and criteria	The grade takes into account the level of the works presented and a student's involvement.
Assessment type	sem. 3 credit grade sem. 4 examination overview
Literature	• H.P. Willberg, F. Forssman Pierwsza pomoc w typografii , Słowo/Obraz Terytoria, 2004 • R. Bringhurst Elementarz stylu w typografii, Wydawnictwo d2d.pl, 2008 • P. Barines, A. Haslam, Pismo i typografia, PWN, 2010 • D. Dabner, Design & Layout. Sztuka Projektowania, Fokus, 2003 • T. Szanto Pismo i styl, Ossolineum, 1986 • A.Tomaszewski Leksykon Pism drukarskich, Krupski i S-ka, 1994 • J. Trzynadlowski, Edytorstwo: Tekst, język, opracowanie, Wydawn. Naukowo-Techniczne 1978 • G. Jean Pismo - pamięć ludzkości, Wydawnictwo Dolnośląskie, 1994
Teaching aids	Access to a computer lab.
Language of instruction	Polish