ΔΙΠΑΕ
CYQAA
ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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Course Title	**Applied Typography**
Course Code	**ATY324**
Course Type	Compulsory
Level	Bachelor
Year / Semester	3rd / Fall
Teacher's Name	Constantinos Economides

ECTS	6	Lectures / week	3	Laboratories / week	0

Course Purpose and Objectives	The course introduces students to the terminology,principles and theories of typography through historical and contemporary perspectives. It explores writing and the aesthetic concepts of typography, including key technical and perceptual knowledge and understanding of the subject.
Learning Outcomes	Students will learn how to organise and arrange text classification, type detailing, grid structures and experience using traditional reproduction, printing techniques, paper and finishes.

Prerequisites	-	Required	-

Course Content	Brief Content of the course: History of the type, Theory and Practices of Type and Letterforms, Traditional and Contemporary Printing Techniques, Print Production, Practical Projects in Typography
Teaching Methodology	The course is taught through lectures, readings and comprises multiple projects, leading to a final, summatively assessed submission of work and a presentation.
Bibliography	Lupton, E., Thinking with Type; Princeton Architectural Press, 2010 Triggs, T., Type Design: Radical Innovations and Experimentation, Harper Design, 2003 Baines, P and Haslam, A., Type and Typography, Laurence King, 2005 Elam, K;, Typographic Systems, Rules for Organizing Type, Princeton Architectural Press, 2007

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	Ellison, A., A Complete Guide to Digital Type, Laurence King, 2006
Assessment	Written Exam 0 %, Coursework 100 %, Practical Exam 0 %
Language	English