

Course Name : Tipografia							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
MUL 106	C	Spring	2.00	1.00	0.00	2.50	5.00
Lecturer		Nevila Samarxhi, Msc					
Assistant							
Course language		Albanian					
Course level		Program Profesional 2-Vjeçar					
Description		<p>The Typography course aims to provide students with general knowledge of one of the most important phenomena and crafts of humanity - Printing. It begins with the earliest history of the environments where its evidence appears. This historical arc expands geographically in space. It begins with the transformation of drawings (illustrations) into written communication (symbols) and then into phonetic-alphabetic writing (letters). It includes the development of the form of numbers and other written communication (symbols) in the field of the phenomenon of Printing (Typography). It continues with the beginnings of Printing as an art, typology and technology. It discusses traditional printing techniques and technological progress. It mentions the "feminine gender" of Printing - Letter, its invention, progress, standards of weight, dimensions, etc. It talks about the role of color in Printing. It takes a look at Printing before and after Gutenberg. With visual examples in photos or videos of concepts, shapes and features that accompany the theory. will facilitate the acquisition of knowledge by the student. At the end of the course, the student will have general knowledge about the purposes and possibilities of typography. And they will be able to. Do: -Determine the shape of the font in accordance with the constituent letters: -Determine the shape of the font in accordance with the meaning of the content of the writing; -Determine the shape of a letter in accordance with an object or living being with color; - Determine the shape, size, color of the font in accordance with the accompanying photo or drawing and on the appropriate type of surface, grammage and color of a paper.</p>					
Objectives		<p>Upon successful completion of this course, students will have completed projects that demonstrate a fundamental understanding of the objectives set by the program and the university: Development of the basic concept of Typography - development of specific skills, competencies and perspectives needed by professionals in the field most closely related to this course,: Fostering creative capacities - development of creative capacities (writing, creating, designing, interpreting, in Typography, etc.), Seeking and accepting critical evaluation of your work and critically evaluating the work of others with a smile on your face.</p>					
Core Concepts		Visual communication, alphabet, 2. Calligraphy, 3. Typography, 4. Graphic design, 5. Paper, 6. Color, 7. Printing innovations					
Course Outline							
Week	Topic						
1	Introduction to Typography. Presentation of the course, objectives and teaching methods. History of typography and its role in design. Basic elements of typography: letters, fonts, styles and main features. Discussion and review of some typographic projects!						
2	Classification of fonts (serif, sans-serif, script, display, etc.). Using fonts for different designs. Choosing and using fonts for small projects. Writing-Types of alphabets. Topic of the project assignment 1/ Letters are part of our environment and were born from it. Latin letters, although they do not have their direct origin from pictograms (Far Eastern writing), can be beautifully embodied with or without intention.						

3	Font characteristics: size, spacing, and weight. Combining fonts and creating visual hierarchy. Using two or more fonts in a project. Like all beings, objects, or living things, fonts have their own anatomy. Using any tool or set of tools (system) requires prior knowledge. Knowledge is achieved through: - breaking down the parts and naming them, knowing the characteristics of each part, the task that each part performs in the whole (usefulness & beauty, i.e. function & emotion) Knowing the Thresholds (standards) of the craft such as: Size, letter spacing, line spacing, capitalization (capitals). drop caps, widths, slants, underlines, colors, etc. Presentation, project 1/ Description of the adjective!
4	Principles of text alignment: lines, columns, and even distribution. Using white space for clean composition. Creating a composition with precise and attractive text. Presentation of features and selected examples from the calligraphy technique. Continuation, project 1/ Description of the adjective!
5	Determining the font size and density of text in a design. The importance of readability and contrast. Size, density in a simple design. The intrinsic human tendency to beautify (aestheticize) tools is not avoided by letters either. Components and techniques. The impact of Typography on the quality of Civilization. Presentation, project 2/ Repeat a saying 4 times and in each line play with typography!
6	Color theory and the impact of colors on readability and emotions. Using colors to reinforce the design message. Using different colors in a typographic project. The intrinsic human tendency to beautify (aestheticize) tools is not avoided even by fonts. Continuation, project 2/ Repeat a sentence 4 times and play with typography in each line!
7	Rules for aligning typographic elements on a page. Using metrics and letter spacing. Composing a simple page with text and images. The intrinsic human tendency to beautify (aestheticize) tools is not avoided even by fonts. Presentation, project 3/ A question mark formed with a selected sentence!
8	Midterm Exam/ Printing / Presentation submission, 3 projects! (One on A3 in color)
9	The importance of typography in designing brochures and printed materials. How to create a visually appealing and informative brochure. Designing a simple brochure! The 3 types of typography: High - Deep - Flat. Presentation, project 4/ Make a full-color poster using your favorite font with a mixed composition!
10	Using typography in poster design and event promotion. Combining typographic and visual elements for powerful messages. Designing a poster and using typography as a main element. Pre-printing techniques for printed materials. The need to adapt them to the progress of technological improvements. Technical challenges in performing graphics and source texts. Continued, project 4/ Make a full-color poster using your favorite font with a mixed composition!
11	The essence of every phenomenon of being is the relationship. Typography has almost an identity with the human race. In typographic production, the metaphor of gender in the progress of the fruit of printing is clearly distinguished. Paper is the gender that remains the basis for having a fruit. It has its contribution not only in the essential but also the aesthetic (aesthetic) realization of printing. The history of paper production, its components and features will be treated in this, including the thresholds (standards) and names that are used extensively in today's language of printers and designers. Presentation, project 5/ Make or find a typography with great power!
12	Review and improvement of student projects. Printing is a forced follower of natural beauty. Colors are especially part of it. They are among the most complex technological tests and innovations of today's printing. Colors have their own characteristics but also different perspectives on this phenomenon. Colors are field and subject. Today's digital technologies have created very sophisticated software and techniques in printing quality colors. Continuation, project 5/ Make or find a typography with great power!
13	Summary of the entire course and discussion of the techniques used. Discussion on the practical application of typography. Using typography to create a complete project and its presentation. The formats for storing knowledge or documents have had different forms over time. Presentation, project 6/ Fill or find letters with animals or fruits and vegetables!

14	The digitization of many of the links in the printing process has brought a new look in many very promising perspectives. Hard work, manual labor with rudimentary tools, materials difficult to find and work with, expensive and unique products, low impact on the preservation and dissemination of knowledge. This is the appearance of the printing craft before the invention of Gutenberg. The digitization of many of the links in the printing process has brought a new look in many very promising perspectives. Continuation, project 6/ Fill or find letters with animals or fruits and vegetables!
15	Creating a portfolio and determining the work to be printed!
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • "STOP think GO, DO" How Typography & Graphic Design Influence Behavior, Steven Heller & Mirko Ilić , 2012. • "The Fundamentals of Typography" Gavin Ambrose, Paul Harris. 2011
References	<ul style="list-style-type: none"> • "The art is practice of Typography" -A manual of American Printing, 2011, Edmund G. Gress, • "The Complete Manual of Typography" A Guide to Setting Perfect Type, Second Edition" James Felici, 2012 • Design Element - Typography Fundamentals, Kristin Cullen, 2015
Course Outcome	
1	Basic understanding of Typography.
2	Essential understanding of problem-solving processes through Typography.
3	Analyze the effect of color choices on the emotions of the audience, their own works and those of others to understand how elements and principles are used, how to make a difference.
4	Apply different techniques in the creation of practical projects. Through Typography.
5	Give constructive criticism for their own and others' projects.
6	Evaluate and argue the choices made in a given project.
7	Create original projects using the concepts and techniques learned.
8	Use graphic software such as Adobe Illustrator, Photoshop, InDesign for these purposes.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	10	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent		50	
Final exam percent		50	
Total		100	
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	7	7
Midterms	1	12	12
Final Exam	1	16	16
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00