Unit Title	Define – Understanding and using Type
FHEQ Level	Level 4/ Term 1
Unit Code	GRA18103
Credit Value	15
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	20
Supervised access to resources	0	Preparation for Assessment	50
		Unsupervised Access to Resources	35
Total			150

Unit Description

Typography is one of the fundamental communication tools available to a Graphic Designer. This unit aims to give students insight into the discipline through a range of theoretical and practical explorations. Students will be introduced to the history of type and typography and how it has developed, for them to put this knowledge into practical use in contemporary editorial and graphic contexts.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

/ Contemporary and historical practice of typography and editorial design
/ Typographic literacy, experimentation and contextualisation
/ Organising textual content across analogue or digital formats
/ The relationship between typography and image-making techniques
/ Considering readability and accessibility in a typographic context

Unit Aims

To understand the principles of typography, as well as its historical and contemporary application

To gain experience and explore how type can be used as a visual communication tool, not only to impart information but to add to the meaning of the text

To encourage visual outcomes relating to macro-typography i.e. arrangement, composition, layout and grid systems

To introduce technologies, softwares and production techniques that facilitate typographic practices

Unit Learning Outcomes

LO1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Learning and Teaching Methods

This unit will be delivered and could use a combination of: Briefings, Lectures, Project work, Workshops, Group work, VLE activities, Individual Presentations and critiques, Self-directed independent study and Other including. Peer learning activities, group discussion as well as guest speakers

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
100% Practical work – Process Book (including visual and written documentation of the research and design process) and presentation of final outcome(s).	This unit is assessed holistically (100% of the unit).

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

IAC 1: Shows capacity to gather visual and contextual information using a range of sources, providing typography and editorial design case-studies (LO1).

IAC 2: Shows evidence of a range of typographic tests and solutions, informed by

knowledge of the principles of the editorial design process (LO3).

IAC 3: Shows evidence of effective communication of typographic and graphic content in a suitable visual form (LO5).

Essential Reading list

1. Harkins, M. (2013) Basics Typography 03: Understanding Type, AVA Publishing
2. Heller S. (2016) The typography idea book: Inspiration from 50 masters, Laurence King
3. Lupton E. (2010) Thinking with Type : A Critical Guide for Designers, Writers, Editors, and Students
4. McNeil P. (2017) The Visual History of Type, Laurence King
5. Muller-Brockmann, J. (2008) Grid Systems in Graphic Design, Niggli Verlag
6. Tondreau B (2011) Layout Essentials: 100 Design Principles for Using Grids