Unit Title	Engage – Typographic Futures and Perspectives
FHEQ Level	Level 4 / Term 2
Unit Code	GRA18104
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

This project builds on skills acquired in units in term 1. The aim of this unit is for the student to acquaint themselves with a deeper knowledge of typography and typeface design, to explore enhanced perspectives on its application in different formats, structures and frameworks. If the Typography unit in Term 1 focused on readability looks more closely to thoughts around legibility, the reader and future typographic applications.

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

/ Type anatomy and micro typography
/ Legibility and readability
/ Contemporary practice and history of type, writing and language systems
/ Typography and user interaction

Unit Aims

To develop an understanding of the foundations of typeface design and typographic systems

To encourage visual experimentation with a focus on micro typography and typographic

systems
To examine the role of the reader and communication platforms in typographic decision making
To use and critique references and resources relevant to the study and future of typography

Unit Learning Outcomes

LO 3 Development/Prototyping

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

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

LO 8 Professional Identity

Evidence an emerging personal creative and professional identity

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 evidence of a range of typographic tests and solutions, informed by knowledge of the principles of the typeface design process (LO3).

IAC 2: Shows identification, selection and application of type design processes and printing methods that inform creative and academic practice (LO4).

IAC 3: Shows evidence of an emerging informed and visually impactful identity (LO8)

Essential Reading list

1. Bringhurst. R (2014) The Elements of Typographic Style, Hartley & Marks Publishers
2. Coles S. (2016) The Geometry of Type: The Anatomy of 100 Essential Typefaces, Thames and Hudson
3. Henestrosa C. (2017) How to create typefaces: from sketch to screen, No Publisher
4. Hoeks H. (2015) The Triumph of Typography: Text and Design in the information Era, Lannoo Publishers/Terra
5. Kinross R. (2008) Modern Typography: An Essay in Critical History, Hyphen Press
6. Williams S (2015), Type: New Perspectives in Typography, Laurence King