

		TYPOGRAPHY AND TYPE DESIGN MA		
Name of the course:				
Course code	Course status	Semester	Number of ECTS credits	Teaching hours
-	Obligatory	1	9	2L+2E

Study programs for which it is organized: Graphic Design

Master studies - Faculty of Fine Arts Cetinje

Conditionality to other courses: Typography and Type Design (Undergraduate studies – 6th semester)

Course aims: Introducing students to advanced font programming functions; completion of a font family using a multi-master technique.

Learning outcomes:

- Adopts the terms related to modern type design
- Recognizes value of typography through the historical context in Montenegro
- Applies a multi-master procedure when creating a font family
- Uses the acquired knowledge for further learning in the field of type design

Name and surname of teacher and assistant:

Professor – doc. mr Adela Zejnilović, *Teaching assistant* – Ivana Vujošević

Teaching and studying methods: Lectures, exercises and self-study activities

Work plan and program:

week	
I	Analysis and characteristics of contemporary typefaces
II	Text typefaces based on tradition; Contemporary tendencies in text type design
III	Type reconstruction of letters - a contemporary derivative
IV	Contemporary tendencies in designing sans-serif typefaces
V	Multi-master; Application of multi-masters during the creation of the font family; Matching fonts within a family
VI	Application of classes in multi-master families; Application of OpenType programming Generating instances of font family
VII	Designing a family of fonts of different widths
VIII	Families; Code pages; Font super family
IX	Analysis – <i>semester overview</i>
X	Emigre and the California School; Indy fonts
XI	German and Dutch type designers
XII	Type Foundries (Adobe, Linotype, ITC)
XIII	Type and language - challenges of modern typographic design
XIV	New trends in font design
XV	Generating a font family, inserting into the system and revision in text composing software
	Final exam

Student workload:

Weekly		During the semester	
9 credits x 40/30 = 5 hours and 20 minutes		Lectures and final exam: 4 hours x 16 = 64 hours	
Structure:		Necessary preparations before the beginning of the semester (administration, enrollment, certification)	
Lectures: 2 hours		2 x (4 hours) = 8 hours	
Exercises: 2 hour		Total workload for the subject 3x30 = 90 hours	
		Additional work for the preparation of the exams in the remedial exam period, including taking the make-up exam from 0 to 18 hours (remaining time from the first two items to the total workload for the subjects)	
Self-study activities including consultations: 2 hours and 20 min		Workload structure:	
		90 hours (Teaching) + 8 hours (Preparation) + 18 hours (Additional work)	

Student responsibilities: Students are required to attend lectures and revisions, finish assignments and actively participate in the preparation of the presentation of the work at the end of the semester.

Consultations: According to the schedule.

Literature:

- Font Lab User Manual*, Font Lab Ltd., 2005. (CD)
- Robert Bringhurst, *The Elements of Typographic Style*, Hartley & Marks, Publishers, Vancouver, 1992.
- Kareng Cheng, *Designing Type*, Laurence King Publishing, London, 2006.
- Sebastian Carter, *Twentieth-Century Type Designers*, Lund Humphries, Aldershot, 2002.
- Manfred Klein, Ivonne Schwemer Scheddin, Erik Spiekermann: *Type & Typographers, Architecture Design and Technology Press*, London, 1991.
- Microsoft Typography: <http://www.microsoft.com/typography>
- <http://ilovetypography.com/>

Forms of knowledge assessment and grading:

- Attendance 10 points
- Colloquium 15 points
- Exercises 40 points
- Final exam 35 points

A passing grade is obtained if at least 50 points are accumulated.

Grades: A (90–100); B (80–90); C (70–80); D (60–70); E (50–60)

Teacher who prepared the data: doc. mr Adela Zejnilović