

	Name of the course:	TYPOGRAPHY		
Course code	Course status	Semester	Number of ECTS credits	Teaching hours
-	obligatory	2	6	2L+2E

<b>Study programs for which it is organized: Graphic Design</b> Undergraduate studies - Faculty of Fine Arts Cetinje
<b>Conditionality to other courses:</b> No conditionality.
<b>Course aims:</b> Introduction to the history and development of the typography, typographic terminology and styles, internal and external structure of the letter and its use in typographic design.
<b>Learning outcomes:</b> <ul style="list-style-type: none"> <li>- Understands the historical course of the development and the role of typography in graphic design</li> <li>- Creates an abstract and semantic compositions from typographic elements</li> <li>- Masters the proportions and line system in the typography and gets acquainted with the characteristics of certain typefaces (Roman capital, uncial, humanities and Renaissance italics ...)</li> <li>- Analyzes the construction and anatomy of a typographic signs, adopts basic typographic concepts, recognizes basic types of type families and styles, and applies it in certain design forms</li> </ul>
<b>Name and surname of teacher and assistant:</b> <i>Professor – doc. mr Adela Zejnilović, Teaching assistant – Maša Mušikić</i>
<b>Teaching and studying methods:</b> Lectures, exercises and self-study activities

<b>Work plan and program:</b>	
week	
I	Basics of type and typography
II	Developmental forms of type from the origins to the Renaissance
III	Introduction to writing materials and instruments
IV	Mastering proportions and line systems in typography
V	Basic elements of typography
VI	Form and counterform in typographic design
VII	The influence of the development of movable type on the typographic design
VIII	Typo diary
IX	Evaluation - <i>presentation of student works</i>
X	History of type from the invention of printing to the present
XI	History and development of Slavic type
XII	Elements and type classification of type
XIII	Typographic styles of the XX century
XIV	Type as image
XV	Colloquium
	<b><i>Final exam</i></b>

<b>Student workload:</b>
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<p><b><u>Weekly</u></b></p> <p><b>6 credits x 40/30 = 8 hours</b></p> <p><b>Structure:</b> Lectures: 2 hours Exercises: 2 hours</p> <p>Self-study activities including consultations: 4 hours</p>	<p><b><u>During the semester</u></b></p> <p><b>Lectures and final exam:</b> 8 hours x 16 = <b>128 hours</b> <b>Necessary preparations</b> before the beginning of the semester (administration, enrollment, certification) 2 x (8 hours) = <b>16 hours</b> <b>Total workload for the subject</b> 6x30 = <b>180 hours</b> <b>Additional work</b> for the preparation of the exams in the remedial exam period, including taking the make-up exam from 0 to 36 hours (remaining time from the first two items to the total workload for the subjects)</p> <p><b>Workload structure:</b> 128 hours (Teaching) 16 hours (Preparation) 36 hours (Additional work)</p>
<p><b>Student responsibilities:</b> 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.</p>	
<p><b>Consultations:</b> According to the schedule.</p>	
<p><b>Literature:</b></p> <ul style="list-style-type: none"> <li>– J. Tschichold, <i>The New Typography</i>, University of California Press, 1995.</li> <li>– Stjepan Fileki, <i>PISMO, 26+30, Istorija pisma i tipografije sa poukama za umetničku i pedagošku praksu</i>, Univerzitet umetnosti u Beogradu, 2011.</li> <li>– Robert Bringhurst, <i>The Elements of Typographic Style</i>, Hartley &amp; Marks Publishers, 2002.</li> <li>– Emil Ruder, <i>Typographie: A Manual of Design</i>, Verlag Arthur Niggli AG, 1988.</li> <li>– Gavin Ambrose, <i>The Fundamentals of Typography</i>, AVA Publishing, 2011.</li> <li>– John Kane, <i>A Type Primer</i>, Pearson Prentice Hall, 2011.</li> </ul>	
<p><b>Forms of knowledge assessment and grading:</b></p> <p style="padding-left: 40px;">Attendance 10 points Colloquium 15 points Exercises 40 points Final exam 35 points</p> <p>A passing grade is obtained if at least 50 points are accumulated.</p>	
<p><b>Grades:</b> A (90–100); B (80–90); C (70–80); D (60–70); E (50–60)</p>	
<p><b>Teacher who prepared the data:</b> doc. mr Adela Zejnilović</p>	