COURSE CODE: IFA 1222 COURSE NAME: Lettering Course Description

The course covers and involves a study of evolution of letter style, anatomy of letters. Understanding of letter construction of basic letter types; Development of new letters as design symbols and contributor to effective visual communication, development of skill of calligraphy, problem solving in communication using letters

Course Objective/Aims

• Understanding the evolution of letter style

- Study and development of letters anatomy
- Understanding of letter construction of basic letter types
- Development of new letters as design symbols and contributor to effective visual communication
- Working effectively with the skill of calligraphy
- Brainstorming on the problem solving in communication using letters

Course Outline:

Week 1: Understanding the evolution of letter style

- Origins / Evolution of Typography
- Letterform
- Composition
- Output

Week 2: Study and development of letters anatomy

- Nomenclature
- Basic typeface Anatomy **Project I**

Week 3: Understanding of letter fabrication

- Creativity; methods and materials

Week 4: Development of lettering project concepts as a contributor to effective visual communication

- Exploration of application type i.e. Installation within the environment for example on to buildings, parks, door e.t.c

Project II

Week 5: Working effectively with the lettering application skills and knowledge

- Thematic approach

Week 6: Brainstorming on the problem solving in communication using letters

- Spontaneous, expressive, and less controlled or inhibited development of a Unique fonts

Project III

Week 7: Fabrication materials and techniques

Week 8: Preparation for Course Project proposal presentations

Week 9: Execution of Project prototypes

- Self directed studio thematic projects **Week 10: Execution of Project prototypes**
- Regular critical engagement with lecturers and fellow student **Week 11: Execution of Projects Cont'd**

- Self directed studio thematic projects
- Regular critical engagement with lecturers and fellow student

Week 12: Execution of Projects Cont'd

- Student work towards the final exhibition **Week 13: Making the Final graphic project**
- Final preparation of the individual works for the final presentation.
- Selection of the work for exhibition
- Planning and presentation strategies for the final presentation.
- Preparation and documenting the selected work for the presentation.

Week 14: Preparation for the Final project presentation Week 15: Final project presentation Learning outcomes

The students will have acquired the skills necessary to carry out thematic independent project from the start to presentation. They will show also that they have gained confidence in creativity of the way in which they approach and develop designs under the guidance of the lecturer.

- Lettering concepts / Ideas and how they develop/ are developed
- Experimenting with materials in letter design
- Presentation of ideas

Methods of Teaching/Delivery

- Visual resource materials/portfolio development/sketch book
- Practical material experimentation and exploration

- Studio demonstration instruction and technical inputs.
- Group review/presentations/critique
- Guided studio assignments/projects/courseworks
- Weekly lectures

Mode of Assessment

Course work 40%

- Planning and Developmental studies/sketches 10%
- Execution of the practical work (Reasonable body of work) 20%
- Tests in theory based on ceramic technology 10%

End of semester Examination: 60%

- Theory examination: 20%
- Practical examination: 40%

Final total mark: 100%

Reading/References & Learning Materials:

1) Cope, Les (1994) *Success in Graphic Communication,* in Alderson, P (ed) series editor, Macgraw-Hill, Sydney

2) Dalley, T., (1980) *The Complete Guide to Illustration and Design Techniques and Materials,* Phaidon, Oxford

3) Hollis, Richard (1994) *Graphic Design - A concise History,* London: Thames and Hudson

4) http://www.mediumbold.com/04 thinking/type/composition/index.html http://www.papress.com/thinkingwithtype/letter/anatomy.htm

5) Neumann, E. (1967) *Functional Graphic Design in the 20's,* New York

6) Rob Carter, Ben Day, Philip Meggs (1993) Typographic Design. Form and Communication, Van Nostrand Reinhold New York

7) Swann, Allan (1989) *How to design Grids,* Phaidon, Oxford

8) Tufnell, R., (1987) *Introducing Design and Communication,* Hucthinson, London