

## **DSGN 201 Typography**

This course focuses on the fundamentals of typography history, technology, and theory. Course content emphasizes the study of letterforms, typographic composition, typographic expression and communication, the power and role of typography in constructing meaning, and typography as a tool for representation of concepts.

*(Pre-requisites: None)*

### **Course Learning Outcomes:**

By the end of the course, students will be able to:

1. To identify typography as text and the importance of contrast, tracking, leading, kerning, and alignment.
2. To discuss the history of typography.
3. To be able to observe, classify typefaces and reinforce letterform meaning in typographical designs.
4. To be able to apply grid systems of text and images, layout and hierarchy according to the project's requirements by using InDesign software.

### **Textbook & Course Materials:**

- N/A

### **Course Content:**

1. Elements of Typography
2. Typeface History
3. Elements of Typography: Latin
4. Elements of Typography: Arabic
5. Aspect of Design
6. The Grid System
7. Form & Function, Rhythm & proportion, Colour