DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Typography Design Theory
Name of the subject in English:	Typography Design Theory
Credit value of the subject:	5
The code of the subject in the electronic study system:	MN-TYDETH-05-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Lecture, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Proper use of the manual and software toolbox, thoughtfulness, quality, intelligibility of ideas, well thought out documentation, content and quality of the semester's work.
To train professionals who, with their professional and technological knowledge, are able to interpret a design task in the context of a communication system, to make creative and innovative proposals and to design them at a high level. They are capable of carrying out design tasks independently and managing a team. They are also able to critically interpret their own work and to develop values, initiative and personal responsibility. They are well prepared to pursue their studies in a doctoral programme.

SUMMARY OF THE CONTENT OF THE SUBJECT

The aim of the course is for students to be able to think in complex systems and develop a topic visually. This semester's project: the series plan for the 2022 and 2023 climate conference, which includes a number of typographic tasks. Project of this semester: the series plan for the 2022 and 2023 climate conference, which includes a number of typographic tasks.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Headline 1: 2022 UN Climate Change Conference
Typographic approach
– Introductory materials (printed 8 pages, text and picts, background, buildings, persons, moodboards, typography following a futuristic and ecological trend
– online corporate identity manual 20 pages, (from logo usage, placements, from drone flight path to national aircraft painting...)
– infodesign (4 pictograms, 1 information board/table, 1-1 airport/airplane design)
– 1 map design (route from the airport to the place by a chosen public transport)
– 1 FB and 1 instagram pages and banners
– 1 3D typo-totem/composition on site

Headline 2: 2023 UN Climate Change Conference
Illustrated approach
– with the same appearances

Viewpoints:
– future
– climate protection

– Corporate Social Responsibility (CSR)
– safety
– cooperation
– transparency

EVALUATION OF THE SUBJECT:

•   Criteria for grading:
- class activity, attendance, consultation
- thoughtfulness, quality, validity of the work produced, plans
- independent work, invention
- content, documentation and quality of the presentation
- timely completion of assignments

•   Evaluation, rating:
91-100%: excellent
76-90%: good
61-75%: satisfactory
51-65%: pass
0-50%: fail

•   Components of the semester grade:
Quality of research on the given topic (10%)
Creativity, individual solutions, innovative thinking (40%)
Appropriate use of chosen techniques, materials and tools (30%)
Quality of construction (20%)

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Felici, James: *The complete manual of typography : A guide to setting perfect type.* Adobe Press, 2003
- Gautier, Damien: *Design, typography, etc. : a handbook.* Niggli, cop. 2018
- Müller-Brockmann, Josef,: *Grid systems in graphic design : a visual communication manual for graphic designers, typographers, .* Verlag Arthur Niggli, 2016
- Tschichold, Jan,: *The new typography : a handbook for modern designers.* University of California Press, 2006

RECOMMENDED READING LIST:

- West, Suzanne: *Working with style : traditional and modern approaches to layout and typography.* Watson-Guptill, 1990