Course Unit	Option II - Lettering and Type			Field of study	Design		
Bachelor in	Art and Design - Minor in Visual Arts			School	School of Education		
Academic Year	2023/2024	Year of study	3	Level	1-3	ECTS credits	5.0
Type	Semestral	Semester	2	Code	9898-661-3203-04-23		

Workload (hours)	135	Contact hours	T	-	TP	18	PL	20	TC	-	S	-	E	-	OT	16	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Jacinta Helena Alves Lourenço Casimiro da Costa

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. To know the historical evolution of typographic type printing technology
2. Understand the differences between typesetting systems
3. Mastering the communicational concepts behind the letter design
4. To use notions of readability and typographic readability for the elaboration of correct textual functionalities
5. Mastering the communicational concepts behind the letter design
6. Design typographic-based projects in the fields of art and design.

Prerequisites

Before the course unit the learner is expected to be able to:
Without pre-conditions

Course contents

1. History of printing and typography; 2. Typographic classification systems; 3. Communication criteria in the choice of types; 4. Notions of legibility and composition; 5. Manual and digital typographic design; 6. Preparation and assembly of the typographic project.

Course contents (extended version)

1. History of typographic art, both at the level of type design as well as printing techniques
2. Typographic classification systems, stylistic and formal categorization concepts.
3. Cultural, aesthetic, technical, ergonomic and functional factors that influence the choice of type.
4. Notion of "readability" and "reading". Layout, reticulation, composition and layout.
5. Design of the letter at the analog level, at a digital level using equipment and specific software
6. Design of finished product and finishing. Application to concrete projects

Recommended reading

1. Barbosa, C. (2012). Manual Prático de produção Gráfica. Cascais: Principia;
2. Jury, D. (2007). O que é a Tipografia? Barcelona: Gustavo Gili;
3. Heitlinger, P. (2006). Tipografia: origens, formas e uso das letras. Lisboa: Dinalivro;
4. Martinez de Sousa, J. (2005) . Manual de edición y autoedición. Madrid: Pirâmide;
5. Ivins jr. W. M. (1989). Imagem Impresa y conocimiento. Barcelona: Gustavo Gili.

Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of theoretical-practical, individual and / or group work; 3 - Follow up and criticism on the development of the works; 4 - Analysis and public discussion on the final result of the theoretical papers presented

Assessment methods

1. CONTINUOUS ASSESSMENT - (Regular, Student Worker) (Final)
   - Projects - 65%
   - Presentations - 20%
   - Development Topics - 15%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
   - Projects - 60% (nº 4 art. 7 Frequency and Evaluation Regulations - Classification obtained in Continuous Assessment)
   - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Jacinta Helena Alves Lourenço Casimiro da Costa	Helena Maria Lopes Pires Genésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
19-02-2024	20-02-2024	21-02-2024	25-02-2024