

Course Unit	Option II - Lettering and Type	Field of study	Design
Bachelor in	Art and Design - Minor in Design	School	School of Education
Academic Year	2022/2023	Year of study	3
Type	Semestral	Semester	2
Level	1-3	ECTS credits	5.0
Code	9898-662-3203-04-22		
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) Ana Suzete Afonso Lopes, 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

Ana Suzete Afonso Lopes, Jacinta Helena Alves Lourenço Casimiro da Costa	Helena Maria Lopes Pires Genésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
18-01-2023	19-01-2023	23-01-2023	28-01-2023