

<b>SCHOOL</b>	Graphic Design
<b>ACADEMIC YEAR</b>	THREE-YEAR PROGRAM I - 2025/2026
<b>SUBJECT</b>	1068 Lettering I
<b>TYPE OF SUBJECT</b>	Theoretical-Practical
<b>NUMBER OF HOURS PER LESSON</b>	3
<b>NUMBER OF ECTS CREDITS</b>	4
<b>DISTRIBUTION OVER THE ACADEMIC YEAR</b>	I SEMESTER

### EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The primary objectives of the course are to understand the origins of modern typographic characters, manage them effectively within a communication project, identify various families, select based on context, and evoke an atmosphere through typographic choices. These are also the minimum requirements for a professional graphic designer operating in the communication sector. Students will also learn to correctly apply the graphic and optical rules that determine the balance between letters and words for improved text legibility. They will study the evolution of calligraphic writing too, to understand the relationship between the writing instrument and the resulting letter forms.

<b>Knowledge and understanding</b>	Upon completion of the course, students will have acquired a comprehensive understanding of the origins and evolution of writing. They will be able to select the appropriate font for the required applications; they will possess all the necessary tools to understand the characteristics of the fonts and reconstruct them in their projects; they will gain greater confidence in the use of writing tools.
<b>Applying knowledge and understanding</b>	Students will be able to independently select the appropriate typographic key for the type of communication they need to construct, and will be able to enhance the text through choices that take into account the context in which the message is placed, the expressiveness of the chosen font, and its readability.
<b>Making judgements</b>	Students will be able to identify the advantages and disadvantages of a typographic choice, contextualizing the type of communication and recognizing the formal aspects in order to select the most suitable typeface.
<b>Communication skills</b>	During the course, practical exercises are conducted where students are required to verbally justify their technical and creative decisions. This type of presentation of their work provides an opportunity for peer feedback and a collaborative discussion on communication choices.
<b>Learning skills</b>	The course establishes the foundation for an interdisciplinary activity that will intersect with other fields of study. The concepts acquired during the lessons are applicable across various disciplines, as working on writing and typographic composition is a task that presents consistent challenges and adheres to uniform rules across different branches of the communication industry.

<b>CONTENTS</b>	An overview of the history of language and writing, with a detailed examination of the tools employed, from the origins of writing to the advent of typographic printing. A detailed examination of optical corrections in typography. Exercises with monumental Roman characters and the corresponding graphic rules to be applied in their construction. Professional exercise and in-depth analysis of kerning. Exercises on the construction of a character within a grid and the Foundational character. Exercise in the creation of a logotype through the selection of the appropriate font that best represents the essence of the product in relation to the chosen target audience. A detailed examination of font families.
<b>ADOPTED METHODOLOGY</b>	[X] In Person The course is conducted through the alternation of theoretical topics, supported by the textbook and practical examples demonstrated in the classroom, and practical exercises utilizing traditional writing instruments (pens, pencils, markers, etc.). The initial phase of the course prioritizes the development of critical thinking and design skills, irrespective of the medium that will be employed to finalize the work. It will be utilized in the second part of the course to finalize certain exercises. Students are encouraged to articulate their choices and justify them in accordance with the principles of legibility and good typography.
<b>ASSESSMENT METHODS</b>	The attainment of the course objectives will be partially assessed during the lessons; however, the comprehensive evaluation of each student's learning will be conducted following the oral examination. This evaluation will involve an examination of the student's practical progress through the analysis of the assigned tables during the course, as well as an oral verification of the theoretical topics related to the completed exercises. The student is expected to demonstrate proficiency in utilizing technical terms and theoretical concepts to justify their typographic decisions.