

## COURSE PLAN

### FIRST: BASIC INFORMATION

#### College

College Irbid University College

Department Applied Sciences

#### Course

Course Title Typography

Course Code 020902235

Credit Hours 2 (0 Theoretical, 2 Practical)

Prerequisite

#### Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

#### Text Book

Title :

#### References

- 1) (From the Horizons of Arabic Calligraphy) / Thanoun Basim - Baghdad House of Affairs 1990
- 2) Typography (Arabic and Latin letters) m. Nouredine and others Arab Society Library for Publishing and Distribution. (2011).
- 3) Typography Advertising Book Design by. Max bill

### SECOND: PROFESSIONAL INFORMATION

#### COURSE DESCRIPTION

This course introduces the student to the basics of typography and ways to use it to create typographic solutions in various graphic designs. It includes working on creating compositions in Arabic and Latin letters, as well as using typography as an element of design through which the student understands the difference between the different types of fonts and their uses and the importance of using them in visual communication.

### COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain the concept of typography and its importance and elements
- Write and form square geometric Arabic and Latin letters.
- Create Arabic and Latin fonts in graphic design using vector image editor

### COURSE LEARNING OUTCOMES

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

- **CLO1.** Explain the concept of typography and its elements in graphic design
- **CLO2.** Apply Arabic font in typography
- **CLO3.** Apply Latin font in typography
- **CLO4.** Create a logo using typography
- **CLO5.** Create a various artwork using typography

### COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Typography concept	<ul style="list-style-type: none"> <li>• Introduce the student to the concept of typography.</li> </ul>	<b>CLO1</b>	
2	Development of letters	<ul style="list-style-type: none"> <li>• Explain to the student the development and formation of letters.</li> </ul>	<b>CLO1</b>	
3	Typography and graphic design	<ul style="list-style-type: none"> <li>• The relationship of the graphic designer to the typography.</li> </ul>	<b>CLO1</b>	
4	Arabic fonts and their importance	<ul style="list-style-type: none"> <li>• Introducing the student to the types of Arabic fonts and their functional and aesthetic importance.</li> </ul>	<b>CLO2</b>	
5	Practice	<ul style="list-style-type: none"> <li>• Practice of writing the square geometric alphabet.</li> </ul>	<b>CLO2</b>	
6	Practical applications on Arabic letters and its formation	<ul style="list-style-type: none"> <li>• Practical applications of some selected words and sentences using the geometric method.</li> <li>• Introducing the Kufic script (its types and formations).</li> <li>• Practical applications of the Kufic script.</li> </ul>	<b>CLO2</b>	
7	Practice	<ul style="list-style-type: none"> <li>• Practice of using the decorative interlacing derived from the Kufic script.</li> </ul>	<b>CLO2</b>	



8		<ul style="list-style-type: none"> <li>Midterm exam</li> </ul>		
9	<b>Practical applications on Latin fonts and their types.</b>	<ul style="list-style-type: none"> <li>Introducing the student to Latin fonts, their types, and the history of their development.</li> <li>Applications on writing the square geometric Latin alphabet.</li> <li>Study and analysis of the various structural variables, whether for the structure of a word or sentences</li> </ul>	<b>CLO3</b>	
10	<b>Practice</b>	<ul style="list-style-type: none"> <li>Practice of the application of some of these structural variables, whether for the structure of the selected word or sentence.</li> </ul>	<b>CLO3</b>	
11	<b>Arabic and Latin fonts and their use in graphic design</b>	<ul style="list-style-type: none"> <li>The student should design a logo for a product in Arabic and Latin fonts.</li> </ul>	<b>CLO4</b>	
12	<b>Practice</b>	<ul style="list-style-type: none"> <li>The student should design in Arabic and Latin fonts the names of newspapers, magazines and books.</li> </ul>	<b>CLO4</b>	
13	<b>Practical applications on the program 1</b>	<ul style="list-style-type: none"> <li>Applications on the program for some designs that depend on the aesthetics of movement for a single letter and the structure of the letter and word together.</li> </ul>	<b>CLO5</b>	
14	<b>Practical applications on the program 2</b>	<ul style="list-style-type: none"> <li>Applications on the program to design letters and words on various advertising publications</li> </ul>	<b>CLO5</b>	
15	<b>Practical applications on the program 3</b>	<ul style="list-style-type: none"> <li>Assigning students to research the aesthetics of Arabic letters and their types.</li> <li>Assigning students to research designs based on the Latin letter and word.</li> </ul>	<b>CLO5</b>	
16		<ul style="list-style-type: none"> <li>Final exam</li> </ul>		

### COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

### ONLINE RESOURCES

- 

### ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

### THIRD: COURSE RULES

#### ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

### GRADING SYSTEM

Example:

	Course Marks Average		
	Average	Maximum	Minimum
Excellent	100%	90%	90%
Very Good	89%	80%	80%
Good	79%	70%	70%
Satisfactory	69%	60%	60%
Weak	59%	50%	50%
Failed	49%	35%	35%

### REMARKS



•
---

**COURSE COORDINATOR**

<b>Course Coordinator</b>		<b>Department Head</b>	
<b>Signature</b>		<b>Signature</b>	
<b>Date</b>		<b>Date</b>	