**COURSE CODE: IFA 1222**

**COURSE NAME: Lettering**

**Course Description**

The course covers and involves a study of evolution of letter style, anatomy of letters. Understanding of letter construction of basic letter types; Development of new letters as design symbols and contributor to effective visual communication, development of skill of calligraphy, problem solving in communication using letters

**Course Objective/Aims**

* Understanding the evolution of letter style
* Study and development of letters anatomy
* Understanding of letter construction of basic letter types
* Development of new letters as design symbols and contributor to effective visual communication
* Working effectively with the skill of calligraphy
* Brainstorming on the problem solving in communication using letters

**Course Outline:**

**Week 1: Understanding the evolution of letter style**

* Origins / Evolution of Typography
* Letterform
* Composition
* Output

**Week 2: Study and development of letters anatomy**

* Nomenclature
* Basic typeface Anatomy

**Project I**

**Week 3: Understanding of letter fabrication**

* Creativity; methods and materials

**Week 4: Development of lettering project concepts as a contributor to effective visual communication**

* Exploration of application type i.e. Installation within the environment for example on to buildings, parks, door e.t.c

**Project II**

**Week 5: Working effectively with the lettering application skills and knowledge**

* Thematic approach

**Week 6: Brainstorming on the problem solving in communication using letters**

* Spontaneous, expressive, and less controlled or inhibited development of a Unique fonts

**Project III**

**Week 7: Fabrication materials and techniques**

**Week 8: Preparation for Course Project proposal presentations**

**Week 9: Execution of Project prototypes**

* Self directed studio thematic projects

**Week 10: Execution of Project prototypes**

* Regular critical engagement with lecturers and fellow student

**Week 11: Execution of Projects Cont’d**

* Self directed studio thematic projects
* Regular critical engagement with lecturers and fellow student

**Week 12: Execution of Projects Cont’d**

* Student work towards the final exhibition

**Week 13: Making the Final graphic project**

* Final preparation of the individual works for the final presentation.
* Selection of the work for exhibition
* Planning and presentation strategies for the final presentation.
* Preparation and documenting the selected work for the presentation.

**Week 14: Preparation for the Final project presentation**

**Week 15: Final project presentation**

**Learning outcomes**

The students will have acquired the skills necessary to carry out thematic independent project from the start to presentation. They will show also that they have gained confidence in creativity of the way in which they approach and develop designs under the guidance of the lecturer.

* Lettering concepts / Ideas and how they develop/ are developed
* Experimenting with materials in letter design
* Presentation of ideas

**Methods of Teaching/Delivery**

* Visual resource materials/portfolio development/sketch book
* Practical material experimentation and exploration
* Studio demonstration instruction and technical inputs.
* Group review/presentations/critique
* Guided studio assignments/projects/courseworks
* Weekly lectures

**Mode of Assessment**

Course work 40%

* Planning and Developmental studies/sketches 10%
* Execution of the practical work (Reasonable body of work) 20%
* Tests in theory based on ceramic technology 10%

End of semester Examination: 60%

* Theory examination: 20%
* Practical examination: 40%

Final total mark: 100%

**Reading/References & Learning Materials:**

1. Cope, Les (1994) *Success in Graphic Communication,* in Alderson, P (ed) series editor, Macgraw-Hill, Sydney
2. Dalley, T., (1980) *The Complete Guide to Illustration and Design Techniques and Materials*, Phaidon, Oxford

Hollis, Richard (1994) *Graphic Design – A concise History*, London: Thames and Hudson