

VC6101 Visual Design 2: Typography & Graphic Design



- Course Aim**
- To enable students to compose typography according to traditional standards of legibility
 - To enable students to place styles of type within an historic continuum
 - To define basic production terminology and basic production techniques
 - To produce rough layout sketches from concept notes, tight layout sketches from rough layout sketches, and mechanicals from tight layout sketches, all to a professional commercial standard

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| Short Title | Typography | Version | 3 |
| Faculty | EDICT | Effective From | February 1, 2017 |
| Polytechnic Level | | Indicative NQF | 6 |
| Credits | 15 | Student Contact | 90 |
| Pre-requisites | VC6100 (VIB5100), VC6102 (VIB5102) | Self-directed hrs | 60 |
| Co-requisites | VC6103 (VIB5103) | Other directed hrs | |
| Anti-requisites | | Total learning hrs | 150 |

| Learning Outcomes | On successful completion of this course, students will be able to: | NQF Sub-strand |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| 1 | Compose typography according to traditional standards of legibility | Practical Application of knowledge |
| 2 | Place styles of type within an historic continuum | Theoretical Understanding |
| 3 | Explain and demonstrate typographic production terms and techniques | Practical Application of knowledge |
| 4 | Produce layout sketches from concept notes | Practical Application of knowledge |
| 5 | Demonstrate the application of design understanding to abstract problem solving where visual communication is the major focus | Generic, Problem Solving and Analytical Skills |
| 6 | Demonstrate technical expertise in the use of a range of traditional media and computer methods | Communication, ICT, Numeracy |
| 7 | Demonstrate a suitable level of professional practice through attendance, participation and group discussion | Autonomy, Responsibility, |