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

Short Title: Typography
Faculty: EDICT
Polytechnic Level: Credits
15
Pre-requisites: VC6100 (VIB5100)
Co-requisites: None
Anti-requisites: None

Version 4
Effective From: September 1, 2018
Indicative NQF: 6
Self-directed hrs: 60
Student Contact: 90
Other directed hrs: 60
Total learning hrs: 150

Learning Outcomes:

1. Compose typography according to traditional standards of legibility
2. Place styles of type within an historic continuum
3. Demonstrate the use of typography in visual design
4. Produce layout sketches from concept notes
5. Demonstrate technical expertise in the use of a range of traditional media and computer methods
6. Demonstrate a suitable level of professional practice through attendance, participation and group discussion

NQF Sub-strand:
Practical Application of knowledge
Theoretical Understanding
Practical Application of knowledge
Communication, ICT, Numeracy
Autonomy, Responsibility,