

**Faculty of Architecture**

**Department:** Arts

**Professional area:** Fine Arts

**Major:** Computer Graphic Advertising Design

**Educational-and-qualification Degree:** Master

**COURSE DESCRIPTION**

1. Course unit title: Font Art
2. Course unit code: FAR 1235
3. Type of course unit: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Prof. Rossen Radoev, PhD
9. Learning outcomes of the course unit: The course aims to provide students with profound knowledge and technical skills enabling them to create and use font in real graphic tasks.
10. Mode of delivery: Face-to-face
11. Prerequisites and co-requisites: Students need to have previous basic knowledge acquired in the bachelor programme.
12. Course contents: Writing Language - origination, history and development; Calligraphy - origination and development; Printing - Gutenberg, Cyrillic and Glagolitic Alphabets, Graphic characters (letters, digits) - principles of construction; Elementa of a graphic character; Core and regular characters; Character spacing; Line spacing, Basic font families - grotesque and old-style; Decorative fonts; Grotesque font - design and construction, Design and redesign of fonts, Digital Font Design in 2D and 3D.
13. Recommended and/or required reading:
  1. *ШРИФТА ПРЕЗ ВЕКОВЕТЕ – I, II и III том*
  2. *ЗАПАЗЕНА МАРКА И ЛОГО – I и II том*
  3. *ХЕРАЛДИКА*
  4. *History of Graphic Design*
  5. *TYPOgraphy*
14. Planned learning activities and teaching methods: Lectures, contact hours, independent work.
15. Assessment methods and criteria: Evaluation of the course assignments done during the semester. Students have to demonstrate the use of the theory in practical tasks.

Continuous assessment includes assessment of students' work on the tasks set during the semester. Students, who miss some of the tasks, will be evaluated in some of the next classes. It is desirable to attend classes. If there are students who are not satisfied with their continuous assessment, they may take part in the discussion at the end of the semester, submitting at least 75% of the tasks, set during the semester. Those students who for one reason or another do not have continuous assessment should do the same. If they fail to do that by the end of the semester, students can take the examination during the regular session.

At the examination, students submit 100% of their assignments performed in several versions in paper and digital media.
16. Language of instruction: Bulgarian
17. Work placement: none