

Faculty of International Economics and Administration
Department: Informatics
Professional area: Informatics and Computer Studies
Major: WEB Design
Educational – and - qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: **Typography**
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. Rosen Radoev
9. Learning outcomes of the course unit: Knowledge and skills gained during the course Font art are some of the most important parts of the professional training of every designer. The course examines in details all elements of the font character, the rules for arranging characters in a word, as well as general principles of composition. With the skills gained in the discipline, students can independently develop a whole font set with all elements.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students are required to have basic knowledge from the secondary school and the Bachelor degree.
12. Course contents: Script – origin, history and development; Calligraphy – origin and development; Book printing – Gutenberg; Cyrillic and Glagollic; Graphic sign (letter, digit) – principles of construction; Graphic character – elements; Capital and regular characters; Character spacing; Line spacing; Basic font families – grotesque and antique; Decorative fonts; Font selection grotesque – design and construction; Font design and redesign.
13. Recommended or required reading:
 - *ШИРИФТА ПРЕЗ ВЕКОВЕТЕ – I, II и III том*
 - *ЗАПАЗЕНА МАРКА И ЛОГО – I и II том*
 - *ХЕРАЛДИКА*
 - *History of Graphic Design*
 - *Typography*
14. Planned learning activities and teaching methods: Lectures; Laboratory work– task assignments; Contact hours on line
15. Assessment methods and criteria: Continuous assessment will be on the work in class on the given tasks. Students who have missed some of the tasks will be assessed on the next ones. It is advisable to be present in class. If the student is not satisfied by the continuous assessment result, they may go to the conference at the end of the semester, bringing at least 75% of the tasks given during the semester. The same should be done by students who, by some reason or another, do not have continuous assessment. If they do not succeed by the end of the semester, students can go in for an examination at the regular session. At the examination they have to bring 100% of the tasks.
16. Language of instruction: Bulgarian
17. Work placement: none