

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Typographic Foundation Practice
Name of the subject in English:	Typographic Foundation Practice
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-TYFOPR-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course reflects the diversity of contemporary typography practice. During the course, students will acquire theoretical and practical knowledge in typography that will enable them to interpret tasks according to the different fields of application. Experimentation and rules, typographic freedom and bound expectations characterise the acquisition of knowledge.

### SUMMARY OF THE CONTENT OF THE SUBJECT

This course reflects the diversity of contemporary typography practice. Designers usually work in teams to solve social problems and business challenges. They are also continue to develop the visual language of design through the creative use of tools and ideation techniques. Typography can be an individual experience or a group endeavour. The concept “typography thinking” commonly appears in reference to ideation, research, and interaction with users.

### STUDENT’S TASKS AND PLANNED LEARNING ACTIVITIES:

- class activity, participation, consultation
- individual work, invention
- the content of the presentation, the quality of documentation and the presentation
- the completion of tasks meeting deadlines

### EVALUATION OF THE SUBJECT:

- class activity, consultation
- the content and the quality of documentation and the presentation for being given a grade, also is necessary to hold a presentation containing the portfolio of the term.

- Evaluation, rating:  
91-100%: excellent  
76-90%: good  
61-75%: satisfactory  
51-65%: pass  
0-50%: fail

- Components of the semester grade:  
Quality of research on the given topic (10%)  
Creativity, individual solutions, innovative thinking (40%)  
Appropriate use of chosen techniques, materials and tools (30%)

### Quality of construction (20%)

The assessment will be based on the work completed and the documentation and oral presentation of the work at the mid-term exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester.

### **OBLIGATORY READING LIST:**