COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Art, Design and Media
FHEQ **Level:**	4
Course Title:	Developing Spaces
Course Code:	ADM 4215
Course Leader:	Jeremy Danziger
Student Engagement Hours:	120

Demonstrations and Practice	9
Lectures	9
Tutorials and/or Group Critiques	24
Study Visits	3
	45

Independent / Guided learning:	75
Semester:	Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:
This course focuses on the study of typography and layout as fundamental tools for the practice of communication design. It explores the basics of type and layout design, using a diverse range of mediums and applications. History of graphic design has an important role in the course, as it frames and demonstrates the importance of this medium through practical exercises.
A studio fee is levied on this course.

Prerequisites:
None

Aims and Objectives: The course enables students to develop practical typographic and layout skills, techniques, processes, meaning, and structure and to have references within Graphic Design History.

Programme Outcomes :

A7, B5, B6, C8, C10, C11, D3

A detailed list of the programme outcomes are found in the Programme Specification. This is located at: http://myrichmond.richmond.ac.uk/departments/artsandsciences

Learning Outcomes:

- Demonstrate a broad understanding of the practical skills, both manual and digital, in typography, its rules, terminology, and its applications.
- Demonstrate a broad understanding of the practical skills, both manual and digital, of layout design, its rules, terminology, and its applications.
- Acquire an aesthetic appreciation of typography and how it interacts with imagery.
- Demonstrate a broad understanding of the history of typographic design.

Indicative Content:
- Typography:
- Innovative typographers
- Typography in the environment
- Typographic colour and atmosphere
- Basic Elements: Letterspacing, Leading, Font personality
- Type as Image.
- Layout Design:
- Style & Content
- InDesign software

Assessment:
This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

Teaching Methodology:
Classroom lectures and workshops will be supplemented by group and one to one tuition, working on a range of projects. The program of lessons will be flexible in order to accommodate different interests and abilities, but will centre around the production of various pieces of work based on set design briefs. Students are expected to present their project work to class by describing their proposals and the way they have carried out the design brief.

Bibliography:

IndicativeText(s):
The Story of Graphic Design. Patrick Cramsie. British Library Publ. .2010

Journals
Baseline, Eye, Creative Review

Web Sites

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry