

1	LETTERING
2	COMPULSORY
3	EQF LEVEL 6
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7	LUISA GOGLIO
8	The Lettering course for the first year of Graphic Design intends to provide a general overview of the various typographic families, their history and their use, including the expressive and artistic one. Particular attention will be given to educating students to pay close attention to the shapes of the fonts and the typographic composition of the pages. Theoretical lessons will be accompanied by numerous practical and design exercises
9	FACE TO FACE
10	Elementary historical and graphic notions, basic knowledge of Adobe Illustrator and InDesign
11	<p>COURSE PROGRAMME</p> <p>The universe of characters</p> <ul style="list-style-type: none"> • a brief history of writing and typography • distinctions of the main families of fonts <p><i>Practical exercises:</i> graphic compositions with fonts</p> <p>Morphology</p> <ul style="list-style-type: none"> • fonts and their morphological features • anatomy of the font • kerning and tracking <p><i>Practical exercises:</i> spacing control exercises</p> <p>The composition of a text</p> <ul style="list-style-type: none"> • basic typographic rules • harmony of full and empty spaces • drawing a grid in Indesign <p><i>Practical exercises:</i> design of a page layout</p> <p>Lettering and transmission of meanings</p> <ul style="list-style-type: none"> • What does the shape of a text communicate? <p><i>Practical exercises:</i> graphic design of a book cover</p> <p>Lettering as an image: the creative use of characters</p> <ul style="list-style-type: none"> • Text as a graphic object: research and analysis of existing examples • Lettering as a logo: the monogram • Visual poetry <p><i>Practical exercises:</i> design of a monogram</p>
12	<p>Bibliography</p> <p>SIMON GARFIELD, <i>Sei proprio il mio typo. La vita segreta dei caratteri tipografici</i>. Ed. Tea</p> <p>RICCARDO FALCINELLI, <i>Critica portatile al visual design. Da Gutenberg ai social network</i>. Ed. Einaudi - Chapters "Caratteri" e "Lettura"</p> <p>Plus all the slides displayed during lessons</p>
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14	<p>EXAMS</p> <p><i>1. Theoretical part</i></p> <p>The students must demonstrate a good knowledge of the typologies and the main font; they will also have to know the anatomy of the fonts and the basic elements of the typography</p> <p><i>2. Practical part</i></p> <p>All the exercises and the projects made during the course must be presented to the exam motivating the graphic choices, especially regarding the use of the font. They will be evaluated on the basis of correctness of execution, adherence to the theme and creativity.</p>

