



HANYANG UNIVERSITY

Hanyang ERICA Summer School

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2018 HESS Course Syllabus

Course Information	Course Title(Eng)	Digital Typography	Course Category	
	Course Title(Kor)	디지털 타이포그래피		
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	
	College/School	International Summer School(ERICA)	College/School Responsible	
	Meeting Times		Electronic Attendance	N

Instructor Info	Department	Entertainment Design	Name	Minsu Kim
	Contacts	010-6778-0052	E-mail	minsudream@hotmail.com
	Homepage			
Course Type	Teaching Method	Lecture, Discuss, Presentation, Sharing experiences		

Course Description	This Course will introduce, investigate and integrate views of multiple digital typography process: especially by its exploration of design that is indigenous to particular multimedia. Through study, reflection, individual work, and presentations, students will focus freely on information design, typography and their artifacts of interest to them.
Course Objectives	AT the end of this course, students will be able to: Introduce and identify digital typography and information design Discuss and understand others' mind and design Present design works and share viewpoints Know and become interested in typography and multimedia industry
Notice for Students	Requirements The main requirement is active participation, discussion and sharing design works. You will be responsible for making presentations and demonstrating your work. It is expected that you will do background reading on the defining characteristics of current multimedia. The computer is only a tool. Creative decisions should only be made by YOU.

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW)
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Evaluation	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
	Attendance	10%	Quiz	
	Assignments	10%	Mid-term Exam	30%
	Discussion	10%	Final Exam	30%
	Team Project		Participation	10%
	Other			Percentage(%)
	Total 100 %			

Daily Lecture Plan and Assignments	Day	Title	Activity
	1	Course Overview	Introduction and Identification
	2	Grid/Typeface	Grid / Typeface Terminology
	3	Poster Design	Design an poster, using the text provided. Your poster may include typography, blocks of color, lines, and abstracts shapes.
	4	Receipt Design	Choose one of receipts and develop & redesign it. Create contents (make it into the identity of yours)
	5	Midterm Presentation	Midterm presentations & Critics Create your own font: researches and idea sketches by hand 01
	6	Idea sketches	Create your own font: researches and idea sketches by hand 02
	7	Reviews & First draft	Review and develop first draft with grid system
	8	Digitalization	Digitalize the font with illustrator



	9	Individual Meetings	Individual meetings with instructor
	10	Final Presentation	Final presentations & Critics Create your own font