



# HANYANG UNIVERSITY

## Hanyang ERICA Summer School

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## 2019 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	<a href="mailto:minsudream@naver.com">minsudream@naver.com</a>
	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 typography, information design and their artifacts of interest to them.
Course Objectives	<p>AT the end of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>Introduce and identify digital typography and information design</li> <li>Discuss and understand others' mind and design</li> <li>Present design works and share viewpoints</li> <li>Know and become interested in typography and multimedia industry</li> </ul>
Notice for Students	<p>Requirements</p> <p>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.</p> <p>The computer is only a tool. Creative decisions should only be made by YOU.</p>

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW)

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 Adobe illustrator (Tool)
	2	Grid/Typeface	Grid / Typeface Terminology
	3	Poster Design 1	Design a poster, using the text provided. Your poster may include typography, blocks of color, lines, and abstracts shapes.
	4	Poster Design 2	Develop first draft and revise with typography.
	5	Midterm Presentation Receipt Design 1	Midterm presentations & Critics Choose one of receipts and develop & redesign it.
	6	Receipt Design 2	Create contents (make it into the identity of yours)
	7	Font Idea sketches	Create your own font: researches and idea sketches by hand

	8	Reviews & First draft	Review and develop first draft with grid system
	9	Digitalization Individual Meetings	Digitalize the font with illustrator Individual meetings with instructor
	10	Final Presentation	Final presentations & Critics Create your own font