

City University of Hong Kong

**Information on a Course
offered by School of Creative Media
with effect from Semester A in 2010 / 2011**

This form is for completion by the *Course Co-ordinator*. The information provided on this form will be deemed to be the official record of the details of the course. It has multipurpose use: for the University's database, and for publishing in various University publications including the Blackboard, and documents for students and others as necessary.

Please refer to the *Explanatory Notes* attached to this Form on the various items of information required.

Part I

Course Title: Kinetic and Interactive Typography

Course Code: SM2256

Course Duration: 1 Semester (13 weeks)

Credit Units: 3

Level: A2/B3

Medium of Instruction: English

Prerequisites: *(Course Code and Title)* SM1208 Visual Practice

Precursors: *(Course Code and Title)* Nil

Equivalent Courses: *(Course Code and Title)* Nil

Exclusive Courses: *(Course Code and Title)* Nil

Part II

1. Course Aims

The course is to explore the basic elements of typography and the creative use of it. Beside that, students will study historical and social aspects of typography and its contribution to the visual culture. In addition to static presentation of type, the course also covers typography in motion, and experimental typography.

2. Course Intended Learning Outcomes (CILOs)

(state what the student is expected to be able to do at the end of the course according to a given standard of performance)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	To explore the basic parameters of typography	\
2.	To create typography for creative design	
3.	To integrate image with text	
4.	To apply typography in visual culture	
5.	To create animation using typography	
6.	To create typography using innovative software	

3. Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Lecture on typographic elements	
CILO 2	Creative workshop in typography	
CILO 3	Lecture on typographic history and visual culture	
CILO 3	Graphic style workshop	
CILO 4	Image and text workshop	
CILO 5	Lecture and workshop on Principles of typographic animation.	
CILO 6	Computer software workshop of Adobe Photoshop, Illustrator and After Effects CS3	

4. Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1,2	Typeface design assignment		
CILO 3,4	Poster Design assignment		
CILO 5	Project on Experimental Typography		
CILO 6	Typographic animation		

5. Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations (Attachment) and to the Explanatory Notes.

100% coursework

Grading pattern: Standard (A+, A, A-...F)

Grading is based on performance in assessment tasks / activities.

Part III

Keyword Syllabus

- **Typography basic**
- **Elements of typographic style**
- **The Art of Modernist Typography**
- **Photo – Typography**
- **Typographic and Space**
- **Kinetic Typography I**
- **Typography for screen**
- **Asian Typography**

Recommended Reading

Text(s)

The elements of typographic style / Robert Bringhurst.

Type in motion : innovations in digital graphics / Jeff Bellantoni and Matt Woolman.

Online Resources

Returned by

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