

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027 ACADEMIC YEAR 2025/2026

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Typography and Layout Design
Course/Module code *	K13
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 2, semester 3
Course type	major
Language of instruction	English
Coordinator	Dr Ondrej Revický
Course instructor	Dr Ondrej Revický

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	ECTS credits
3		45						3

1.2. Course delivery methods

- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

- pass with a grade

2. PREREQUISITES

Computer skills. Basic operation of graphic programs: Adobe illustrator, Adobe Indesign.
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3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	Introduction to typographic terminology.
O2	Getting known the basic of micro and macro typographic phenomena.
O3	Gain practical skills in solving typographic problems independently and using grids in design.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The graduate understands the interrelationship of text content and form, independently defines design goals and selects tools to achieve them. The student knows the basics of the psychophysiology of the reading process and takes them into account in his/her design process.	K_Wo4 K_Uo4
LO_02	The graduate independently analyzes content, evaluates and selects it. Creates hierarchies of information and communicates it using visual language.	K_Uo2
LO_03	The graduate adapts his own workshop to the project and develops it independently. The student builds on the rich typographic tradition but also observes and uses the latest trends in the field.	K_Ko1 K_Ko4

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
– letter structure
– basic typographic concepts and phenomena

- creation of simple typographic compositions
- hierarchy of information
- typographic mistakes
- order and intuition in the design of typographic materials
- creating grids and layouts
- working with Adobe Indesign

3.4. Methods of Instruction

e.g.

Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning

Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning

Laboratory classes: designing and conducting experiments

Text analysis and discussion

Project work (implementation project, practical project)

Group work (problem solving, case study, discussion)

Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

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Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	PROJECT	CLASSES
LO-02	PROJECT	CLASSES
LO-03	OBSERVATION DURING CLASSES	CLASSES

4.2 Course assessment criteria

The final grade is based on the arithmetic average of the partial grades that students receive for completing and presenting all works done during the semester at the final review. The following criteria are taken into account when evaluating the projects:

- Relevance to the topic (max 10 points);
- Planning and execution of the creative process (max 15 points);
- Quality of work (max 15 points);
- Creativity (max 15 points);
- Concept, its development, and the creation process (max 15 points);
- Timeliness (max 10 points);
- Consistency (max 10 points);
- Independence (max 10 points).

GRADING SCALE:

60-68% - 3.0

69- 76% - 3.5

77-84% - 4.0

85-92% - 4.5 93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	45
Other contact hours involving the teacher (consultation hours, examinations)	10
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	21
Total number of hours	76
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

<p>Compulsory literature: M. Mitchell, S. Wightman, <i>Book Typography. A Designer's Manual</i>, 2005 J. Hochuli, <i>Detail in typography</i>, London 2009 U. Voelker, <i>Structuring Design. Graphic Grids in Theory and Practice</i>, 2019</p>
<p>Complementary literature: J. Müller-Brockmann, <i>Grid systems. A visual communication manual for graphic designers, typographers and three dimensional designers</i>, 2016</p>

Approved by the Head of the Department or an authorised person