

Courses in English Course Description

Department	05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology
Course title	Emerging Trends and Technologies in Graphic Communication - Digital Typography and InDesign
Hours per week (SWS)	4
Number of ECTS credits	6
Course objective	Problem solving strategies for the Graphic Communication Industry that integrate selected tools of design thinking, current software; current trends, practices and emerging digital topics. 1. Understand and classify the development of type and its application to visual communication 2. Apply typographic principles and practices as an integral component in the study of graphic communication 3. Recognize and communicate typographic principles 4. Design and produce high quality projects and presentations utilizing Adobe InDesign and Adobe Fonts using best practices for file preparation
Prerequisites	Basic knowledge on print and media technologies
Recommended reading	No textbook is required. Printed course handouts will be provided. Video tutorials will supplement the lectures.
Teaching methods	Lecture, assignments and development of portfolio.
Assessment methods	Term project, individual assignments will be assessed throughout the semester.
Language of instruction	English
Name of lecturer	Prof. Lorraine Donegan
Email	N.N. (Please contact: Ulrich.Moosheimer@hm.edu)
Link	www.pm.hm.edu
Course content	Selected topics from: Advanced Digital Typography, Advanced Consumer Packaging, Advanced Interactive Product Development for Packaging and Publication, Advanced Color Management, Advanced Digital Photography, Advanced Digital Printing, Advanced Flexography, Advanced Database concepts
Remarks	