HM Hochschule München University of Applied Sciences

Department	05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology
Course title	**Trends and Technologies in Graphic Communication - Digital Typography**
Hours per week (SWS)	4
Number of ECTS credits	6
Course objective	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. Current version of Adobe InDesign and Adobe Fonts.
Recommended reading	No textbook is required. Printed course handouts will be provided. Video tutorials will supplement 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	Lorraine Donegan
Email	N.N. (Please contact: Ulrich.Moosheimer@hm.edu)
Link	http://www.grc.calpoly.edu/faculty-and-staff/lorraine-donegan
Course content	Application of typography using Adobe InDesign and Adobe Fonts. In-depth study of design principles, visual communication and visual organization. Best practices for digital file preparation for print and online publishing.
Remarks	

Courses in English
Course Description