Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

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	Bachelors 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	Mgr Juliusz Bachta

* - 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.

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/herdesign process.	K_W04 K_U04
LO_02	The graduate independently analyzes content, evaluates and selects it. Creates hierarchies of information and communicates it using visual language.	K_U02
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_K01 K_K04

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

Text analysis and discussion/project work (research project, 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

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	project	classes

4.2 Course assessment criteria

The basis for passing is the completion and presentation of all assignments completed during the semester and during final review. Each assignment should be submitted at a level of at least satisfactory. The student is responsible for participating in project consultations.
Grades are influenced by:
– Relevance to the topic
– The planning of the creative process and its implementation
– The quality of work
– Creativity
– The concept, its development, and the creation process
– Consultations
– Timeliness of submission
– Systematic approach
– Activity in class
– Independence
A grade of 'very good' – the implementation meets all the above criteria; the student demonstrates independent thinking and engagement during the classes.
A grade of 'good plus' – the implementation meets all the above criteria with minor considerations; the student demonstrates independent thinking and engagement during the classes.
A grade of 'good' – the implementation meets all the above criteria with minor considerations regarding the quality of work or engagement and attendance.
A grade of 'satisfactory plus' – the implementation does not meet several criteria, with concerns about engagement and attendance.
A grade of 'satisfactory' – the implementation does not meet several qualitative criteria, with serious concerns about engagement and attendance.
A grade of 'unsatisfactory' – no implementation or work inconsistent with the task, unjustified absences, lack of communication.

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.)	20
Total number of hours	75
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

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

Approved by the Head of the Department or an authorised person