Module Definition Form (MDF)

Module code: MOD000089	**Version:** 3 **Date Amended:** 24/Jan/2020

1. Module Title
Introduction to Type Media

2a. Module Leader
Ian Bennett

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Graphic Design, BA (Hons) Graphic And Typographic Design, BA (Hons) Graphic and Web Design.		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The module provides an introduction to typography and to the informed use of professional typographic software. It is designed to equip you with the technical vocabulary necessary for the description and analysis of typographic material, and a working knowledge of industry-standard typographic tools. A brief outline of type history provides an introduction to the classification of typefaces. The module introduces the terminology used in the description of types and the specification of typeset material, identifying key decisions affecting appearance and legibility. The expressive scope of type is explored in relation both to issues of functionality and aesthetic convention. You will undertake a series of short projects designed to explore and demonstrate an understanding of typographic decision-making and the application of type in a range of design contexts.

6b. Outline Content

- Typographic terminology: the point system, leading, letterspacing - Type classification: the Vox system and the defining characteristics of the main categories of type - Text setting: typeface selection, size, line measure and alignment - Legibility and functionality - The use of typographic software: Adobe Indesign and Quark Xpress

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Letterpress type workshop Apple Mac Suite Current versions of specialist software: Quark Xpress Adobe Indesign

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate an understanding of typography in visual communication.
2	Knowledge and Understanding	Demonstrate familiarity with the use of professional typographic software.
3	Intellectual, practical, affective and transferrable skills	Develop self directed learning under supervision.
4	Intellectual, practical, affective and transferrable skills	Interact effectively within a learning group, demonstrating in submitted work constructive responses to criticism.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	6	1-4	6 Fortnightly Lectures
Other teacher managed learning	30	1-4	Group tutorials, briefing sessions, critiques, reviews one-to-one feedback on work-in progress. Guided learning in the form of studio practice and supported workshops
Student managed learning	114	1-4	Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Off-site and location working.
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

Portfolio Outcomes: 3000 words. Set of short projects.

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]