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**Course Link:** <https://vimeopro.com/focii/educational/page/6>

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### **Course Description**

Learn typography for digital and print applications. In this typography course, you'll learn how typography is used in web work, apps, advertisements, logos, print media and digital publishing.

### **Evaluations**

After we cover each section you will find a recap section that will reinforce learned content that was discussed as well as a quiz and several exercise challenges strewn all over this course that will make our learning fun and memorable.

### **Who should take this course**

This course is designed for anyone who enjoys type design and typography, namely; print designers, graphic and web designers, animators, sign writers and more. Whether you're a beginner in typography or even an intermediate typography user, we are sure you will gain a vast set of skills after taking this course.

### **Prerequisites**

There are no prerequisites for this course, but you are expected to have access to programs like Adobe Photoshop, Illustrator or InDesign as well as basic working knowledge of any one of these programs and basic computer/web literacy.

## **What am I going to get from this course?**

Learners will gain a solid understanding of typography fundamentals and how they can be applied to a variety of design projects ranging from banners, logos, magazines and more.

## **What is the target audience?**

Sign writers, illustrators, graphic and web designers, print and layout designers and anyone into typography and lettering will benefit from this course.

## **Curriculum**

### **Section 1: Introduction**

1. Welcome

2. Course introduction.

(Collect all project files for this course here.)

3. First typography exercise

4. Exercise walkthrough (a)

5. Exercise walkthrough (b)

### **Section 2: Vocabulary**

6. Introduction to vocabulary

5. Tracking, leading, kerning (a)

6. Tracking leading kerning (b)

7. Tracking leading kerning (c)

8. Tracking leading kerning (d)

9. Tracking leading kerning (e)

10. Fonts vs typefaces
12. Names of individual programs (a)
13. Names of individual programs (b)
14. Names of individual programs (c)
15. Names of individual programs (d)
16. Vocabulary recap
17. Vocabulary quiz

### **Section 3: Classifications**

18. Introduction to classifications
19. Standard classifications (a)
20. Standard classifications (b)
20. Classifications of fonts (a)
21. Classifications of fonts (b)
22. Classification recap
23. Classification quiz

### **Section 4: User experience**

24. Intro to UX
25. How fonts impact a message
26. How users perceive a brand and true purpose (a)
27. How users Perceive a brand and true purpose (b)
28. UX exercise
29. UX exercise walkthrough

30. UX recap

### **Section 5: Typography for advertising**

31. App type introduction

32. Print vs web

33. Point size of apps

34. Contrast

35. App font styles/weights

36. Font vs web assets

37. App exercise introduction

38. App exercise walkthrough

39. App recap

### **Section 6: Adverts, web and print**

40. Type in ads introduction

41. How text makes the sell

42. Foreign languages

43. Balancing text and images

44. Web vs. print advertising

45. Web advertising exercise

46. Web advertising exercise walkthrough

47. Advertising recap

## **Section 7: Typography for logos**

- 48. Logo introduction
- 49. Logo bonus lecture
- 50. Plain text logos
- 51. Altered type logos
- 52. Logo with graphics
- 53. Logo project introduction
- 54. Logo exercise walkthrough
- 55. Logo recap

## **Section 8: Print and type**

- 56. Type in print introduction
- 57. Understanding print mediums
- 58. Sending files to printer
- 59. Food Ad truck introduction
- 60. Food Ad truck walkthrough
- 61. Type in print recap

## **Section 9: Publishing**

- 62. Digital publishing intro
- 63. Preparing files for digital use
- 64. Digital publishing is a combination
- 65. Food Ad truck introduction
- 66. Food Ad truck walkthrough

67. Type in print recap

**Section 10: End discussions**

68. Concluding

68. Additional resources

69. Final notes

70. Type final (a)

71. Type final (b)