1. KentVision Code and title of the module

DESG4014 Experimental Typography

## Division and School/Department or partner institution which will be responsible for management of the module

Arts & Humanities (KSAP)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 Credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring Term

1. **Prerequisite and co-requisite modules and/or any module restrictions**

None

1. **The course(s) of study to which the module contributes**

Compulsory to the following courses:   
BA (Hons) Graphic Design

BA (Hons) Spatial and Interior Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Identify and understand the fundamental principles and conventions of typography.

8.2 Experiment with the manipulation/application of type and letterforms.

8.3 Select appropriate media/materials in the development of alternative strategies.

8.4 Understand and utilise the relationships between type, image and language.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Be resourceful and imaginative in the use of design concepts and principles for independent enquiry.

9.2 Determine appropriate priorities and alternatives and evaluate their effectiveness.

9.3 Accommodate change, uncertainty and new forms of thinking.

9.4 Evaluate the appropriateness of different approaches to solving defined problems and communicate outcomes effectively.

1. **A synopsis of the curriculum**

This module will introduce the attributes and language of typography. It will examine the principles of type and how it enables an idea to be written and given visual form. The module will examine the breaking of conventions and will encourage type/letterform experiments where function and form are challenged and where the concept of type as image is explored.

There will be the opportunity to pursue two and three dimensional outcomes as text is increasingly sculptural and integrated within architecture.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

12**. Contact Hours**

Total Contact Hours: 33 (includes workshops and tutorials)

Private Study Hours: 117

Total Study Hours: 150

13. **Assessment methods**

13.1 Main assessment methods

100% Portfolio

13.2 Reassessment methods

Reassessment instrument: Like-for-like

14. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Workshops | **x** | **x** |  |  |  |  | **x** |  |
| Tutorials |  |  | **x** |  |  | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

15. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

In this module, there is an emphasis on visual judgement and decision making alongside craft skills and manual dexterity

16. **Campus(es) or centre(s) where module will be delivered**

Canterbury

17.  **Internationalisation**

Letterform, scripts and characters have a cultural and geographic specificity. Although working predominantly with the English alphabet, the cultural cross fertilisation of language and letter form will be explored and reimagined through design.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 21/12/2021 | Minor | 2022/23 | 5,13-14,16 | No |
|  |  |  |  |  |
|  |  |  |  |  |