

# Syllabus

## *Descrizione corso*

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| <b>Titolo insegnamento</b>              | Tipografia e grafica                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Codice insegnamento</b>              | 97142                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Titolo aggiuntivo</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Settore Scientifico-Disciplinare</b> | CEAR-10/A                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Lingua</b>                           | Tedesco                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Corso di Studio</b>                  | Corso di laurea in Design e Arti - Curriculum in Design                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Altri Corsi di Studio (mutuati)</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Docenti</b>                          | prof. Antonino Benincasa,<br>Antonino.Benincasa@unibz.it<br><a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/879">https://www.unibz.it/en/faculties/design-art/academic-staff/person/879</a><br>dott. Jakob Mayr,<br>Jakob.Mayr@unibz.it<br><a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/53897">https://www.unibz.it/en/faculties/design-art/academic-staff/person/53897</a> |
| <b>Assistente</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Semestre</b>                         | Secondo semestre                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Anno/i di corso</b>                  | 1st                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>CFU</b>                              | 6                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Ore didattica frontale</b>           | 60                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Ore di laboratorio</b>               | 0                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Ore di studio individuale</b>        | 60                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Ore di ricevimento previste</b>      | 18                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Sintesi contenuti</b>                | The course provides students with a basic understanding of typographic principles through the history, theory, and practice of typography. The course focuses on the analysis of typefaces and how they are applied in different areas of visual communication.                                                                                                                                                                        |
| <b>Argomenti</b>                        | Course held by Prof. Benincasa:                                                                                                                                                                                                                                                                                                                                                                                                        |

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| <p>dell'insegnamento</p> | <p>The course provides fundamental and advanced knowledge in typography and graphic design. The focus is on the conscious use of type, readability, typographic hierarchy, layout, composition, and visual communication.</p> <p>A further focus is on micro- and macrotypography, the development and application of grid systems, as well as the fundamentals of editorial design. Students learn to apply typographic and graphic design principles across different formats and media.</p> <p>Practical exercises with Adobe InDesign support the application of theoretical knowledge and introduce important digital techniques for designing layouts and publications.</p> <p>In the area of poster design, typographic, graphic, and compositional principles are applied in practice. In this context, students are also introduced to the basics of Adobe Illustrator, which are directly applied to poster design. No prior knowledge of Adobe Illustrator is required.</p> <p>The course combines theoretical foundations with practical application and encourages the development of an independent visual and typographic design language.</p> <p>Course held by c.p. Mr Mayr:</p> <p>The course explores the question of what typography is and how it can be further developed. It focuses both on its established functions and on its as-yet-unexplored potential. Typography is understood here as a practice that emerges through different forms of engagement, situated between historically established conventions, their disruptions, and the conscious consideration of both within specific design processes. Particular emphasis is placed on understanding and developing the connections between analysis and practice. Through a range of exercises, students develop independent typographic solutions within defined parameters. Through the analysis of letters, typesetting, and the typographic environment, students develop observational skills and a precise professional vocabulary; through focused and experimental practice, they develop an independent approach to</p> |
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|                      | <p>typography.</p> <p>Thematic blocks:</p> <p>a) Fundamentals and approaches to typography: Personal points of reference to type and typography in everyday life are documented and processed. Building on introductory lectures on the history of writing and type, classification, hierarchies, microtypography, and reading research, students develop typographic solutions appropriate to different texts through practical exercises.</p> <p>b) Format and composition: The lectures address layout, visual hierarchies, grid systems, and their practical application. Formal exercises explore different layout typologies, moving between intuitive and systematic approaches to composition.</p> <p>c) Typographic systems: Sequential and parametric systems for typographic projects are introduced and explored, alongside the deliberate use of variables and constants. Insights into book design expand the understanding of typography as an object.</p> <p>The topics are accompanied by practical exercises and assignments, excursions, and guest lectures.</p> |
| <b>Parole chiave</b> | <p>Course held by Prof. Benincasa:</p> <ol style="list-style-type: none"> <li>1. Microtypography,</li> <li>2. Typesetting &amp; Hierarchies,</li> <li>3. Layout &amp; Grid Systems,</li> <li>4. Typedesign,</li> <li>5. Editorial design</li> </ol> <p>Course held by c.p. Mr Mayr:</p> <ol style="list-style-type: none"> <li>1. Microtypography</li> <li>2. Typesetting &amp; Hierarchies,</li> <li>3. Layout &amp; Grid Systems,</li> <li>4. Typedesign,</li> <li>5. Editorial design,</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Prerequisiti</b>  | <p>Course held by Prof. Benincasa:</p> <p>non</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|                                  | <p>Course held by c.p. Mr Mayr:</p> <p>none</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Insegnamenti propedeutici</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Modalità di insegnamento</b>  | <p>Course held by Prof. Benincasa:</p> <p>The course combines different teaching and learning formats, including lectures, short theoretical inputs, practical exercises, software-based design work, individual and group reviews, and project-based learning.</p> <p>Theoretical input introduces the fundamentals and history of typography, editorial design, and visual communication. These topics are directly connected to practical design exercises and assignments.</p> <p>As the course progresses, the focus increasingly shifts toward independent project work, supported by regular individual and group reviews. Students develop their projects through an iterative design process, from initial research and concept development to typographic and graphic design, production, and final presentation.</p> <p>The course combines theory, practice, experimentation, critical reflection, and hands-on design work.</p> <p>Course held by c.p. Mr Mayr:</p> <p>Throughout the course, a range of teaching methods will be employed and combined according to the respective subject matter:</p> <ul style="list-style-type: none"> <li>• Introductory lectures on the respective topic</li> <li>• Practical tutorials addressing aspects of type and typesetting</li> <li>• Exercises / workshops: formal exercises conducted in class to apply the topics covered in the lectures</li> <li>• Assignment ("Collecting"): photographic documentation of the typographic environment and its creative interpretation</li> <li>• Assignment ("Analysis" / "Short Report"): written submissions or</li> </ul> |

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|                                                                          | <p>short presentations</p> <ul style="list-style-type: none"> <li>• Assignment ("Project"): more extensive projects developed over several course sessions</li> <li>• Review / discussion: in plenary sessions and small groups</li> <li>• Excursion and/or guest lecture</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Obbligo di frequenza</b>                                              | not compulsory, but recommended                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Obiettivi formativi specifici e risultati di apprendimento attesi</b> | <p>Disciplinary competence</p> <p>Knowledge and understanding</p> <ul style="list-style-type: none"> <li>- have acquired the basic knowledge necessary to realise a project in the field of Typography and Graphics;</li> <li>- have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical subjects, with a particular attention to the field of Typography and Graphics.</li> </ul> <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> <li>- use the basic knowledge acquired in the technical fields to realise a mature project;</li> <li>- make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme and to develop them further.</li> </ul> <p>Transversal competence and soft skills</p> <p>Making judgements</p> <ul style="list-style-type: none"> <li>- Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions that are necessary to bring a project of Typography and Graphics to completion.</li> </ul> <p>Communication skills</p> <ul style="list-style-type: none"> <li>- present an independently realised project in the field of Typography and Graphics in the form of an installation, orally as well as in writing in a professional manner.</li> </ul> <p>Learning skills</p> <ul style="list-style-type: none"> <li>- have learned a work methodology at a professional level - in the sense of being able to identify, develop and realise solutions to</li> </ul> |

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|                                                                                            | <p>complex problems by applying the acquired knowledge in the different fields, with a particular attention to the field of Typography and Graphics - in order to start a professional activity and/or continue their studies with a master's degree programme;</p> <ul style="list-style-type: none"> <li>- have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations;</li> <li>- have acquired basic knowledge in the field of Typography and Graphics as well as a study methodology suitable for continuing studies with a Master's degree programme.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Modalità di esame</b>                                                                   | <p>Course held by Prof. Benincasa:<br/>Upload to the Showcase website.<br/>Presentations of the artefacts and an oral examination.</p> <p>Course held by c.p. Mr Mayr:<br/>Assignments ("Collecting", written "Short Reports", "Projects"):<br/>Printed objects are to be submitted during the semester on the respective submission dates announced in class. Timely submission is part of the assessment. Detailed assignment briefs will be provided throughout the semester in class and via the Teams channel.</p> <p>Documentation of Work: Photographic documentation and a project description. Digital upload to the faculty's showcase website. The scope and format of the upload will be communicated in class and via Teams.</p> <p>Oral Exam: A brief reflection on the individual working process across different projects, focusing on discoveries, observations, and potentials. A dialogue about conceptual and formal decisions, details, and references to theory (assigned readings or otherwise). Students who are not attending the course must make contact within the first month of the semester (in writing, by email or Microsoft Teams).</p> <p>"Non attending" students must contact Jakob Mayr within the first month of the semester (in writing: by email or via Microsoft</p> |

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|                               | <p>Teams) to obtain information on further requirements, e.g. any additional compulsory reading.</p> <p>In order to attend the exam, “non attending” students, as well as those choosing the second or third exam session, must submit the same assignments as students attending in person during the course of the semester, by the same deadlines. Information on the assignment requirements can be found on the Teams channel.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Criteri di valutazione</b> | <p>Course held by Prof. Benincasa:</p> <p>1, Concept &amp; Originality (30%)<br/>Evaluation of the conceptual approach, creativity, and originality of the editorial design project.</p> <p>2. Typographic &amp; Graphic Design (30%)<br/>Assessment of typography, layout, composition, and the application of micro- and macrotypography principles.</p> <p>3. Technical Execution &amp; Production Quality (10%)<br/>Evaluation of print quality, material selection, binding, and craftsmanship of the printed artifact.</p> <p>4.Documentation &amp; Presentation (10%)<br/>Assessment of the clarity, depth, and professionalism of the project documentation, including the abstract, visual presentation, and upload of the project to the Faculty’s “Showcase» website.</p> <p>5. Critical Reflection &amp; Development Process (20%)<br/>Ability to critically reflect on design decisions, the iterative design process, and theoretical and practical engagement with editorial design</p> <p>Course held by c.p. Mr Mayr:</p> <p>1. Design (30%): Conceptual and functional qualities: Coherent use of typographical parameters such as hierarchies, choice and combination of typefaces, composition, grid systems and microtypography.</p> <p>2. Presentation, analysis, documentation (30%):<br/>Presentation of assignment results. Analysis of media, presentation</p> |

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|                                  | <p>topics and collection contributions / active participation in discussions and lectures / documentation of projects (including for the showcase page). Completeness and quality of the approach.</p> <p>3. Process and time management (20%): Effective organisation of the work process, iterations, submission of all assignments by the specified deadline.</p> <p>4. Production: (20%) Technical quality of craftsmanship, prototypes, materiality, pre-press, cutting and, where applicable, binding.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Bibliografia obbligatoria</b> | <p>Course held by Prof. Benincasa:</p> <ul style="list-style-type: none"> <li>• Jost Hochuli: Details in typography</li> <li>• Robert Bringhurst: The Elements of Typographic Style</li> </ul> <p>Course held by c.p. Mr Mayr:</p> <p>Short extracts from the following sources are to be read. The exact extracts are specified in the preceding units. Further short texts or extracts may be added during the course as required.</p> <ul style="list-style-type: none"> <li>• Hochuli, J. (2008). Das Detail in der Typografie.</li> <li>• Willberg, H. P., &amp; Forssman, F. (2010). Lesetypografie.</li> <li>• Kunz, W. (1998). Typography : Macro- and Microaesthetics.</li> <li>• Bosshart, Hans Rudolf (1996). Typografie Schrift Lesbarkeit.</li> <li>• Elliman, P. (2013). My Typographies.</li> </ul> <p>Important: Non attending Students must contact the lecturer to discuss the required chapters and the examination arrangements.</p> |
| <b>Bibliografia facoltativa</b>  | <p>Course held by Prof. Benincasa:</p> <p><b>Additional Readings &amp; Requirements ONLY for</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

### **Non-Attending Students:**

Non-attending students must complete additional reading requirements beyond those applicable to attending students.

### **Mandatory Additional Readings**

Non-attending students must additionally engage with selected chapters from the following books:

1. **Antonia M. Cornelius:** *Buchstaben im Kopf – Was Kreative über das Lesen wissen sollten, um Leselust zu gestalten*
2. **Forssman | de Jong:** *Detailtypografie*

The specific chapters to be studied will be determined individually in **consultation** with **Prof. Benincasa**.

### **Mandatory Contact at the Beginning of the Semester:**

Students who intend to take the course as **non-attending students must contact Prof. Benincasa personally at the beginning of the semester** and clearly communicate that they will participate as non-attending students.

During this initial meeting, the required chapters from the additional literature, the individual preparation requirements, and the examination procedure will be discussed and agreed upon.

### **Oral Examination**

During the oral examination, non-attending students will be asked **additional questions based on the assigned chapters from the mandatory additional readings** listed above. These questions are in addition to the regular examination content required of all students.

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|                                                 | <p><b>Mandatory Contact Before the Examination:</b></p> <p>In addition to the initial contact at the beginning of the semester, non-attending students must <b>contact Prof. Benincasa again at least one week before the examination</b> to confirm the required chapters and discuss the examination procedure.</p> <p>This contact is mandatory and must take place <b>both in writing and through a personal meeting</b>, either in person or via Teams.</p> <p><b>Important:</b> It is the student's responsibility to establish contact at the beginning of the semester and again before the examination. Students who do not fulfil these requirements cannot follow the examination procedure established for non-attending students.</p> <p>Course held by c.p. Mr Mayr:</p> <p>Further reading (excerpts) will be specified during the course and in the Teams channel.</p> |
| <b>Altre informazioni</b>                       | <p>The course is offered by two different lecturers: Prof. A. Benincasa and Mr. Mayr.</p> <p>The course is offered exclusively in the summer semester and is not available in the winter semester.</p> <p>Both courses teach the fundamentals of typography but place different emphases: see section Course Topics.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Obiettivi di Sviluppo Sostenibile (SDGs)</b> | Istruzione di qualità                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |