

Postgraduate Certificate Typography



Postgraduate Certificate Typography

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/information-technology/postgraduate-certificate/typography

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01

Introduction

Knowing what you want to communicate is essential to choose what typeface to use, so designers must have in-depth knowledge in this field. This program in Typography is designed to specialize professionals in this field. This qualification will enable professionals to carry out their daily work with rigor.





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Design professionals must continue learning throughout their employment to adapt to new developments in the field”

The Postgraduate Certificate in Typography is designed to guide the professional of design, graphic arts and other related areas in all aspects related to this field.

Therefore, students will be able to acquire, after completing this program, a broad knowledge of typography as a discipline, as well as the necessary skills for its correct application in the field of graphic design. In this sense, calligraphy and lettering, the origin of typography, or the different typographic styles, among other aspects, will be studied.

This Postgraduate Certificate provides students with specific tools and skills to successfully develop their professional activity in the wide field of design and graphic art. It works on key skills such as knowledge of the reality and daily practice in this field and develops responsibility in the follow-up and supervision of their work.

Additionally, as it is a 100% online program, the student is not constrained by fixed timetables or the need to move to another physical location, but can access the contents at any time of the day, balancing their professional or personal life with their academic life.

This **Postgraduate Certificate in Typography** contains the most complete and up-to-date educational program on the market. The most important features include:

- ◆ Practical cases presented by experts in Typography
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies in Typography
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



This program is the best option you can find to specialize in Typography and achieve the highest possible quality in your work"

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Do not miss the opportunity to study this Postgraduate Certificate in Typography with us. It's the perfect opportunity to advance your career".

It includes professionals belonging to the field of multimedia design and graphic arts in its teaching staff, who bring their work experience to this program, as well as recognized specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby professionals must try to solve the different professional practice situations that arise during the academic year. For this purpose, professionals will be assisted by an innovative interactive video system, developed by renowned and experienced experts in Typography.

This program comes with the best educational material, providing you with a contextual approach that will facilitate your learning.

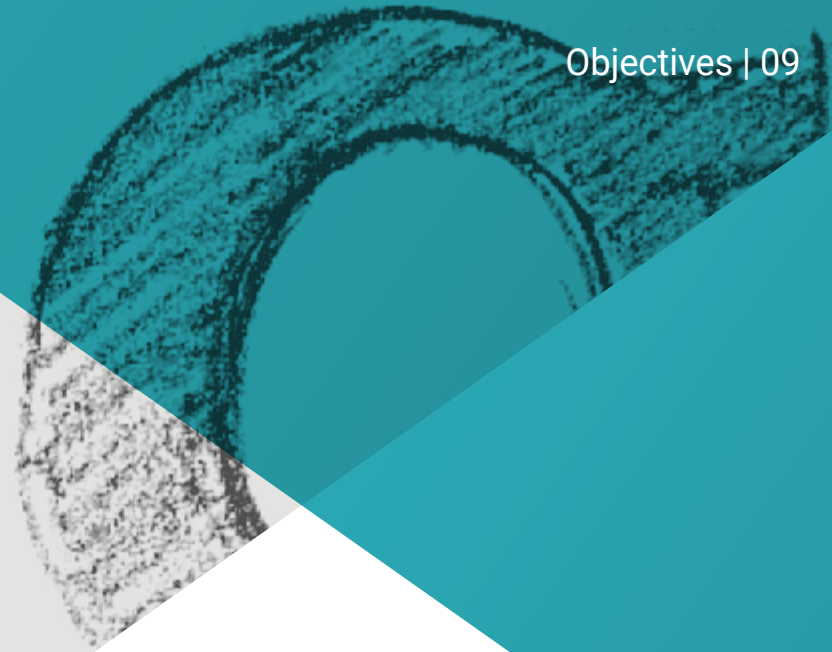
This 100% online program will allow you to combine your studies with your professional work while increasing your knowledge in this field.



02 Objectives

The objective of this Postgraduate Certificate in Typography is to offer professionals a complete program to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of learning based on practice that will allow students to complete the program with the necessary knowledge to work with total confidence and competence.





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It is the best option to learn about the latest advances in Typography”



General Objective

- ◆ Be able to carry out professional work starting from typesetting



Take the step to catch up on the latest developments in Typography"





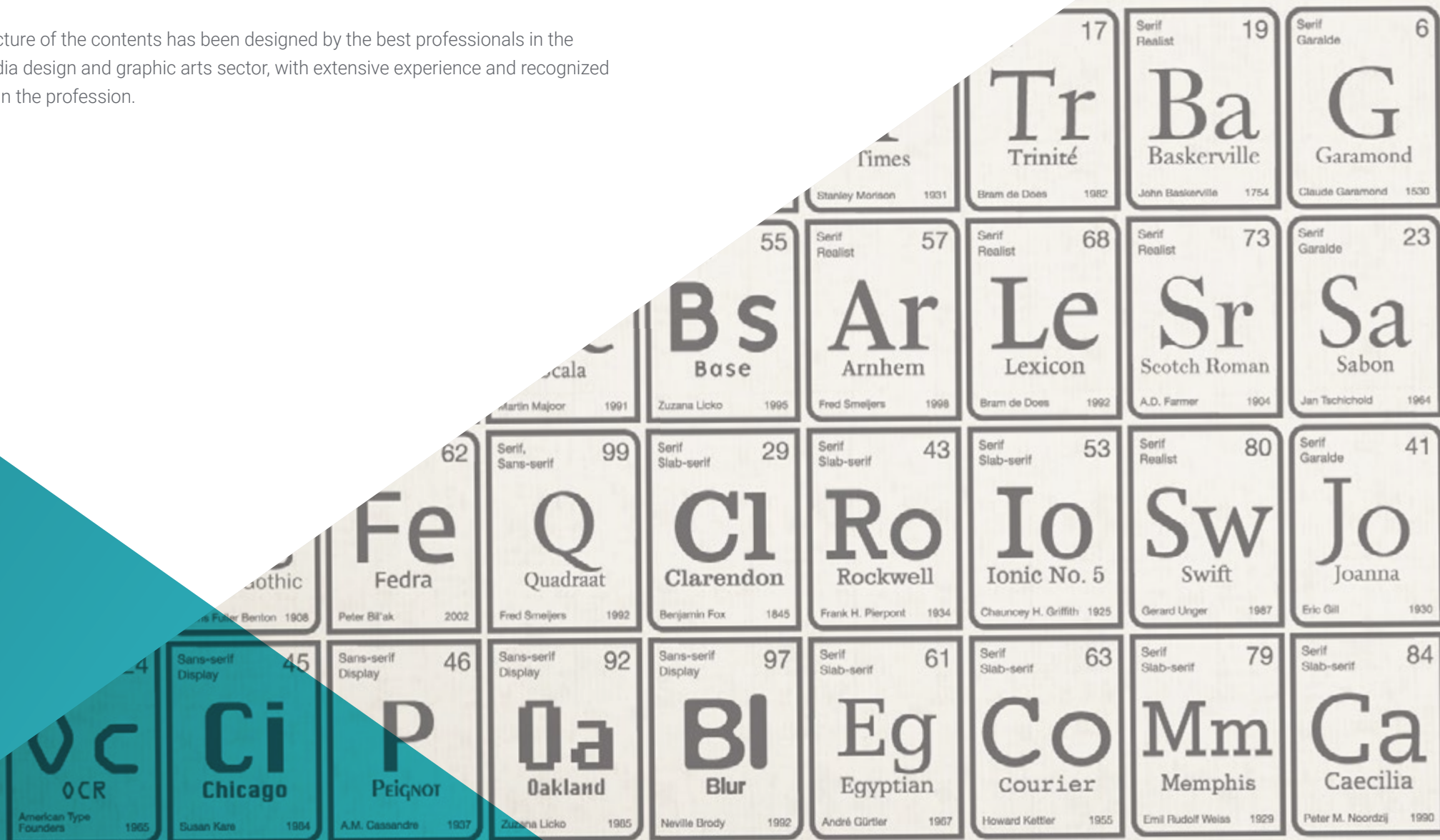
Specific Objectives

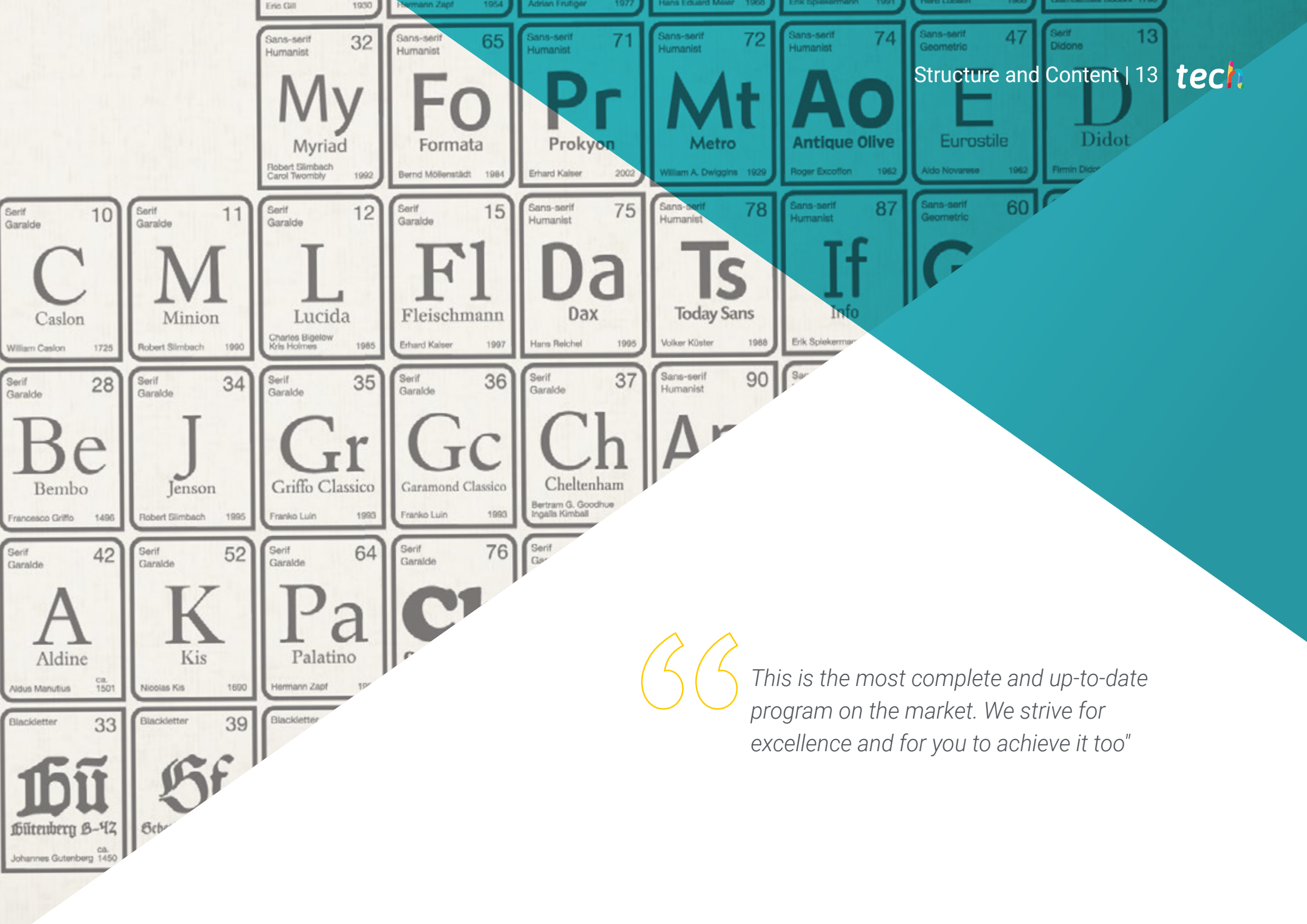
- ◆ Know the main syntax of graphic language and apply its rules to clearly and precisely describe objects and ideas
- ◆ Know the origin of letters and their historical importance
- ◆ Recognize, study and apply typography to graphic processes in a coherent way
- ◆ Know and apply the fundamental aesthetics of typography
- ◆ Know how to analyze the layout of texts in the design object

03

Structure and Content

The structure of the contents has been designed by the best professionals in the multimedia design and graphic arts sector, with extensive experience and recognized prestige in the profession.





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This is the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too"

Module 1. Typography

- 1.1. Introduction to Typography
 - 1.1.1. What is Typography?
 - 1.1.2. The Role of Typography in Graphic Design
 - 1.1.3. Sequencing, Contrast, Shape and Contrashape
 - 1.1.4. Relationship and Differences between Typography, Calligraphy and *Lettering*
- 1.2. Multiple Origins of Writing
 - 1.2.1. Ideographic Writing
 - 1.2.2. The Phoenician Alphabet
 - 1.2.3. The Roman Alphabet
 - 1.2.4. The Carolingian Reform
 - 1.2.5. The Modern Latin Alphabet
- 1.3. The Beginnings of Typography
 - 1.3.1. The Printing Press, a New Era: First Typographies
 - 1.3.2. The Industrial Revolution: Lithography
 - 1.3.3. Modernism: The Beginnings of Commercial Typography
 - 1.3.4. The Avant-Garde
 - 1.3.5. Interwar Period
- 1.4. The Role of Design Schools in Typography
 - 1.4.1. Bauhaus
 - 1.4.2. Herbert Bayer
 - 1.4.3. Gestalt Psychology
 - 1.4.4. Swiss Design
- 1.5. Current Typography
 - 1.5.1. 1960-1970, Precursors of the Uprising
 - 1.5.2. Post-Modernism, Deconstructivism and Technology
 - 1.5.3. In What Direction is Typography Going?
 - 1.5.4. Typographies that Mark Trends





- 1.6. The Typographic Form I
 - 1.6.1. Anatomy of Letters
 - 1.6.2. Measurements and Attributes of the Type
 - 1.6.3. Typographic Families
 - 1.6.4. High Box, Low Box and Small Caps
 - 1.6.5. Difference between Typography, Font and Typeface Family
 - 1.6.6. Fillets, Lines and Geometric Elements
- 1.7. The Typographic Form II
 - 1.7.1. The Typographic Combination
 - 1.7.2. Typographic Font Formats (*PostScript-TrueType-OpenType*)
 - 1.7.3. Typographic Licenses
 - 1.7.4. Who Should Buy the License? The Client or the Designer?
- 1.8. Typographic Correction: The Composition of the Text
 - 1.8.1. Spacing Between Letters. *Tracking* and *Kerning*
 - 1.8.2. Space Between Words: Quad
 - 1.8.3. Line Spacing
 - 1.8.4. The Body of the Text
 - 1.8.5. Attribute of the Text
- 1.9. The Drawing of the Letters
 - 1.9.1. Creative Process
 - 1.9.2. Traditional and Digital Materials
 - 1.9.3. The Use of the Graphics Tablet and the iPad
 - 1.9.4. Digital Typography: Contours and Bitmaps
- 1.10. Typographic Posters
 - 1.10.1. Calligraphy as a Basis for the Drawing of Letters
 - 1.10.2. How to Create a Typographic Composition that Makes an Impact?
 - 1.10.3. Visual References
 - 1.10.4. Doodle Phase
 - 1.10.5. Project

04 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

Certificate

The Postgraduate Certificate in Typography guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Typography** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Typography**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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