



Course Specifications

Course Title:	Typography Arts
Course Code:	313AAD-2
Program:	Bachelor in Applied Arts
Department:	Applied Arts
College:	Faculty of Architecture & Design
Institution:	Jazan University

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A. Course Identification

1. Credit hours:
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom- practical	4	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	0
2	Laboratory/Studio	4X15=60
3	Tutorial	0
4	Others (specify)	3
	Total	63
Other Learning Hours*		
1	Study	15
2	Assignments	1
3	Library	1
4	Projects/Research Essays/Theses	1
5	Others(specify)	0
	Total	18

*The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

The decision about various forms of Latin and Arabic characters and development of student's skill in use and employment in the work of different designs and configurations.

2. Course Main Objective

This course aims to know the patterns and inscriptions and historical origins and foundations of design bases and technical rules in the design of letterforms Arabic and Latin in innovation Technical configurations. , Use Visual stimuli in systems design patterns and inscriptions in Latin and Arabic, and To formulate letterforms Arabic and Latin to modern technology.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Categorize the stages of emergence and evolution of Arabic font.	K1
1.2	analyze the types of Arabic fonts and aesthetic value	K2
2	Skills :	
2.1	Critique The aesthetic values of the Arab font	S1
2.2	Design artworks that are based on studying different Arab font patterns.	S2
2.3	determine the creative skills of the individual and collective level to design modern free calligraphy	S3
2.4	Demonstrate creative side by designing modern calligraphy free lines and turn it into an Arab lines using retina characters	S4
2.5	Create Designs calligraphy that will reflects the diverse skills in The ability to use different kinds of fonts	S5
3	Competence:	
3.1	Create the design ideas to solve the problem according to the foundations of calligraphy and design methodology	C1
3.2	Display potential for management of complex activities with the related of calligraphy disciplines	C2

C. Course Content

No	List of Topics	Contact Hours
1.	The emergence and evolution of Arabic font.	4
2.	The identification of different types of Arabic and Latin fonts.	4
3.	The aesthetic values of the Arab font	4
4.	The different technical methods to use Arabic fonts in various fields.	4
5.	Art forms for certain types of Arabic font, Al-kufi script.	4
6.	The practical applications of Al-kufi scripts.	4
7.	Art forms for certain types of Arabic font (Thuluth, Naskh, and Dewany scripts)	4
8.	The practical applications of Thuluth, Naskh, and Dewany scripts.	4
9.	The identification of different types of modern Arabic fonts.	4
10	Selected forms of modern and contemporary arts which employed the font element.	4
11	Tasting, criticize, and analyze Selected forms of Modern and contemporary arts which profoundly employed the font element.	4
12	The practical applications of different forms of modern art font.	4
13	The identification of rules and elements of written alphabet design in order to create new, innovative, and scientifically-sound written element.	4
14	The practical applications of the innovative alphabet through examination of certain sentences.	4
15	Presentation of some creative and diverse written projects with aesthetic and artistic values.	4

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Categorize the stages of emergence and evolution of Arabic font.	Lectures. - The workshops. - Discussion of the wave. - Seminars	- Objective test by T.S.T - The Student Achievement Files. - Practical exercises.
1.2	analyze the types of Arabic fonts and aesthetic value		
2.0	Skills		
2.1	Critique The aesthetic values of the Arab font	- Brainstorming. - Self-education - practice - Self-education	- Objective test by T.S.T - The Student Achievement Files. - Practical exercises.
2.2	Design artworks that are based on studying different Arab font patterns.		
2.3	determine the creative skills of the individual and collective level to design modern free calligraphy		
2.4	Demonstrate creative side by designing modern calligraphy free lines and turn it into an Arab lines using retina characters		
2.5	Create Designs calligraphy that will reflect the diverse skills in The ability to use different kinds of fonts		
3.0	Competence		
3.1	Create the design ideas to solve the problem according to the foundations of calligraphy and design methodology	Guidance to the work of Design Sketches. - Cooperative education. - Peer Education	- Objective test by T.S.T - The Student Achievement Files. - Practical exercises.
3.2	Display potential for management of complex activities with the related of calligraphy disciplines		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Practical Exercises (all in student portfolio)	3-6-9	20%
2	Periodic exams (twice per semester)	6-10	20%
3	the final projects	12-14	20%
4	Final exam (practical and theoretical)	15	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Individual consultations and academic adviser is supposed to allocate minimum of 6 hour per week
- Tutorial for weak students is supposed to allocate minimum of 4 hour per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<ul style="list-style-type: none"> • ناجي زين العابدين بدائع الخط العربي مطبعة بغداد • M., Shepherd , "Learn Calligraphy: The Complete Book of Lettering and Design", Random House, Inc., Broadway Books, New York.
Essential References Materials	<ul style="list-style-type: none"> • M., Shepherd, " Calligraphy Alphabets Made Easy", Publisher: Penguin Group (USA) Incorporated, Publication date: /1989 - • حمود المغربي / نايف :التجارب المعاصرة في الخط العربي
Electronic Materials	<ul style="list-style-type: none"> • http://www.civilizationstory.com/tharwat/ • http://www.louvre.fr/llv/commun/home.jsp?bmLocale=en • http://www.youtube.com/watch?v=GzGjNp1V1CA
Other Learning Materials	<u>Non</u>

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms containing 30 Drawing tables &30 chairs
Technology Resources (AV, data show, Smart Board, software, etc.)	- 1 Projector -1 laptop.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Not required

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effective of Teaching and assessment	Students	-Online system course evolution - Objective test by T.S.T
Quality of Learning resources	Students	-Online system course evolution - Objective test by T.S.T
Course Learning outcomes	Students	-Course Learning outcomes Survey. - Objective test by T.S.T

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	