Professional Certificate in Typography Every Designer Should Know 65030C

Typography is an important element that affects the audience’s perception and understanding of a message. This course aims to familiarize designers with the use of type in both the design and business environments, and is appropriate for those who work in graphic, product, packaging, exhibition, publishing, product, signage and interior design.

The course aims to provide professionals from diverse disciplines with aesthetic and functional aspects of typographic form, visual organization, and interface between word and meaning. It also develops their observation, analytical and problem solving skills in designing with typography in a wide range of communicative items and environments.

Course Outline
1. **Typographic Form and Aesthetics (30 hrs)**
   - Type Mechanics
   - Typographic Principles and Applications
   - Analysis and Problem Solving

2. **Informative Design (30 hrs)**
   - Information management
   - Type organization
   - Creative use of type for communication

3. **Word and Image (30 hrs)**
   - Integration of type and image in a wide range of applications
   - Transformation of type into image for effective communication
   - Creative use of type as a form of character, expression and brand identity

Duration: 90 hrs
Tuition: $12,300 (payment in full or by single module is available)
Payment, Timetable & Venue: see TIMETABLE & TUITION in www.hkdi.edu.hk/peec

Minimum Entry Requirements
1. 5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.
2. Basic Knowledge in Adobe Illustrator

Enquiry
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