

Certificates in Advanced Typography **NEW**

高階文字設計證書課程

HKDI
HONG KONG
DESIGN
INSTITUTE
香港知專
設計學院

Member of VTC Group
VTC 機構成員

Designing for Reading 12 hours

為閱讀而設計

Multilingual 12 hours

多語文



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Vplus Creative Industries

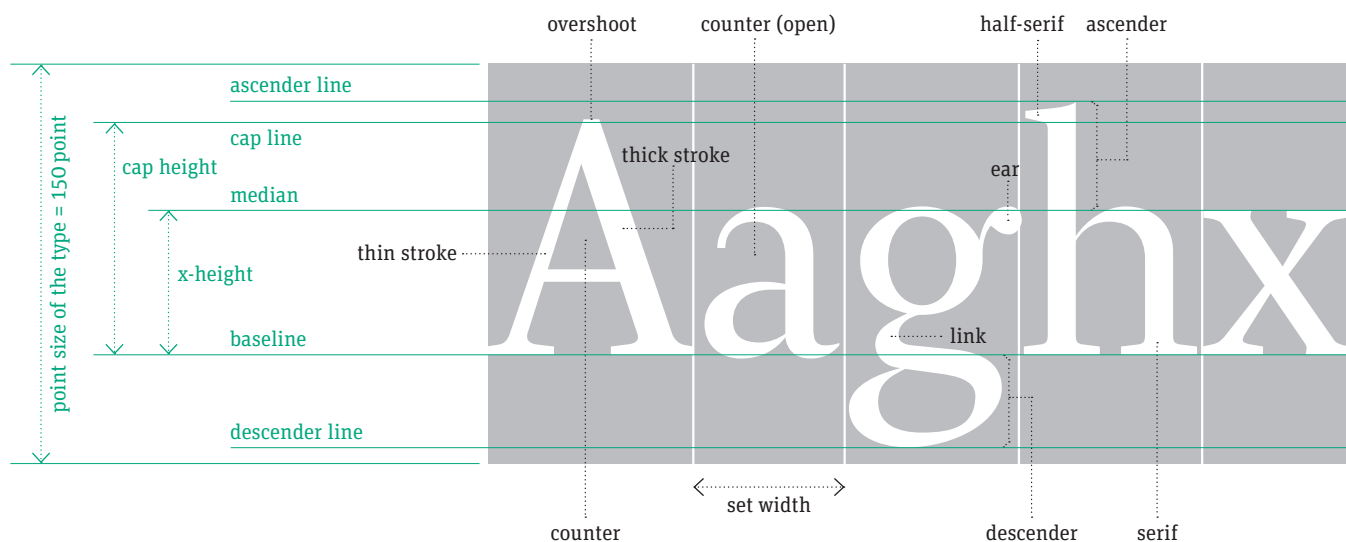
Reimburse 60% of the course fee paid
up to a maximum of HK\$36,000

Hong Kong Design Institute (HKDI)
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(MTR Tiu Keng Leng Station Exit A2)

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Typography is not just about the styling of text; it shapes how we read and engage with information. This course explores what makes typography work for reading and the advanced craft skills that enable that.



Course code	DE424154Q
Study mode	Part-time
Duration	12 hours
Venue	Wanchai
Time	Saturday 2:00–5:00pm
Dates	9, 16, 23, 30 Jan 2021
Teaching language	English supplemented with Cantonese

Equipment required	Please bring a laptop with Adobe InDesign installed
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Fees*

Full fee	HK\$2,940
Early bird fee (by 4 Dec 2020)	HK\$2,646 (10% off)
Financial aid	Vplus Creative Industries
After Vplus reimbursement	HK\$1,058 (saved HK\$1,588)

* Fees paid are non-refundable and non-transferable unless the course is cancelled.

Qualifications Framework info

QF level	4
QR registration no.	20/000474/L4
Validity period	15/07/2020 to 31/08/2021

This course takes an in-depth look at the technics and thinking behind good typography that works. The focus is not type as a conceptual or expressive element, but a lucid vehicle for textual content to support different contexts and modes of reading. Digital craft knowledge will be complemented by theory of typography and document design. Suitable for practising communication designers who are interested in elevating their craft skills and typographic knowledge for creating usable and aesthetically sound documents.

Course content

- Theory of typography and document design
- Aesthetic and digital craft skills
- Typographic design practice

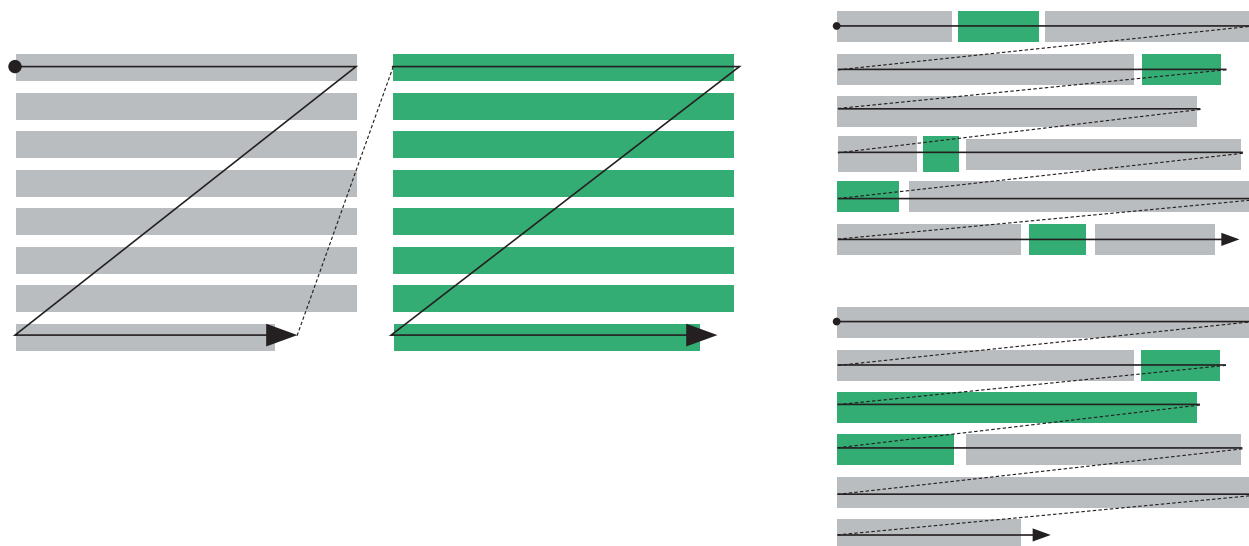
Learning outcomes

Upon completion of the programme, learners will be able to

- describe the typographic and document design theories that make typography work for supporting reading
- apply aesthetic and digital craft skills on character, paragraph, list, table, object and page levels using industry-standard page layout software
- make appropriate and informed orthographic and typographic decisions when designing with complex text matter to support different modes of reading

Upon successful completion of the 12-hour programme, students will be awarded with Certificate in Advanced Typography: Designing for Reading

Reconciling the linguistic, anatomical and aesthetic differences between the Hanzi (Chinese) and Latin scripts to create optimal reading experiences for different genres of typographic communications.



Course code	DE424155Q
Study mode	Part-time
Duration	12 hours
Venue	Wanchai
Time	Saturday 2:00–5:00pm
Dates	27 Feb 2021 6, 13, 20 Mar 2021
Teaching language	English supplemented with Cantonese
Equipment required	Please bring a laptop with Adobe InDesign installed

Fees*

Full fee	HK\$2,940
Early bird fee (by 4 Dec 2020)	HK\$2,646 (10% off)
Financial aid	Vplus Creative Industries
After Vplus reimbursement	HK\$1,058 (saved HK\$1,588)

* Fees paid are non-refundable and non-transferable unless the course is cancelled.

Qualifications Framework info

QF level	4
QR registration no.	20/000475/L4
Validity period	15/07/2020 to 31/08/2021

This course concerns the typographic design of multilingual documents. Complex issues related to the navigation of information arise when two scripts that are linguistically and visually very different need to coexist in the same environment. It will look at the spatial patterns and graphical considerations when a logographic script (Hanzi) is combined with an alphabetic script (Latin). Print, screen and spatial application of multilingual typography will be considered. Principles of multilingual typography will be put into practice, combining aesthetic and digital craft skills using an industry-standard software.

Course content

- Theory of Hanzi–Latin multilingual typography
- Aesthetic and digital craft skills
- Multilingual typographic design practice

Learning outcomes

Upon completion of the programme, learners will be able to

- describe the issues and theories related to Hanzi–Latin typography
- devise effective spatial organisation and graphic cueing systems for multilingual information
- make appropriate typographic design decisions for multilingual information based on communication goals, users' needs and other contextual requirements
- apply aesthetic and digital craft skills related to multilingual typography for different applications using industry-standard software

Upon successful completion of the 12-hour programme, students will be awarded with Certificate in Advanced Typography: Multilingual

Lecturer Keith Tam

Keith Tam is a typographer, information designer, researcher and teacher. He is currently Head of Communication Design and Director of the Centre for Communication Design at the Hong Kong Design Institute. He also holds a courtesy appointment as Distinguished Research Fellow at the Type Lab, Shanghai Academy of Fine Arts, Shanghai University. With 23 years of experience in the field and 17 years in design education, Keith has practiced, taught, researched, and provided academic leadership across the UK, Canada and Hong Kong. He was previously Director of the MA Information Design programme at the Department of Typography & Graphic Communication at the University of Reading (UK), and headed the Communication Design discipline at the Hong Kong Polytechnic University for nine years, where he also founded and ran the Information Design Lab. In 2016, Keith received a Best Design Educator award from the Hong Kong Designers Association. Keith frequently disseminates his research through different channels, and acts as consultant for various organisations such as Microsoft, Monotype and HSBC.

keithtam.net