

Subject card

Subject name and code	Typographic techniques in advertising, PG_00152571						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Żukowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		2.0		33.0	50
Subject objectives	Learning the basics of typographic culture and the history of writing.						
	Knowledge of the principles of correct use of typographic elements in advertising and visual communication.						
	Ability to analyze visual advertising messages, taking into account the typography used.						
	Knowledge of the rules of using typographic tricks in advertising and visual communication.						
	Ability to apply the basic principles of typographic design and create independent projects in this area.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student is able to use the knowledge and competences acquired during classes to critically evaluate advertising messages based on typography and cooperate in the analysis and creation of such messages and adapting them adequately to the cultural and social context.	[SK2] presentation/project/paper/report
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	The student has knowledge of the ways of creating, analyzing and interpreting typographic elements in advertising messages in the context of the principles of visual communication design.	[SW1] oral statement/conversation/discussion
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student is able to independently critically analyze advertising messages based on typography or containing its elements in terms of the persuasion of such messages, as well as the functionality and aesthetics of such messages.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	The student has knowledge of typographic terminology and is able to independently design selected visual messages based on typography while observing the principles of typographic design.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	The student knows detailed terminology regarding typography in the context of advertising techniques and the broader context of visual communication design and understands the validity of its use.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	The student has knowledge of the history of writing, with particular emphasis on its influence on the history of media and the development of visual communication.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	Basics of typographic terminology (including typography, typefaces, letter architecture, glyphs, lettering). The role of typography in visual communication; visible and invisible typography. Basics of design work with typography using graphic software (basic principles of typesetting, paragraph and character styles, line spacing, lights, glyphs). Persuasive aspects of typography and typographic tricks in advertising. Narrative typography.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Passing grade	51.0%	100.0%

Recommended reading	Basic literature	Bergström B., Visual communication, Ed. Naukowe PWN, Warszawa 2010. Bierkowski T., About typography, Ed. Czysty Warsztat, Gdańsk 2008. Bierkowski T., Ropucho E., Typography for humanists, Publishing House of the Association of Polish Librarians, Warsaw, 2018. Bringhurst R., A primer of style in typography, d2d Publishing House, Kraków, 2013. Elam K., Grids, or the principles of typographic composition, Ed. d2d, Kraków 2019. Florczak J., Principles of functioning of typographic tricks in persuasive texts. Bulletin of the Polish Linguistic Society, Wydawnictwo Universitas, Kraków 2004. Frutiger A., Man and his signs, Ed. d2d, Ed. Optima, Warsaw 2007. Hochuli J., Detail in typography, Ed. d2d, Kraków 2017. Hoeks H., Lentjes E., The triumph of typography. Culture, communication, new media, Ed. d2d, Kraków 2017. Hojka B., Persuasive aspects of typography (based on the example of press advertising), Wydawnictwo Uniwersytet Wrocławskiego, Wrocław 2010. Pawlikowska A., Typographer's Vademecum, Ed. ASP Gdańsk, Gdańsk 2023. Willberg H.P., Forssman F., First aid in typography, Ed. word/image terytoria, Gdańsk 2015.
	Supplementary literature	Arnheim R., Art and visual perception, word/image/territory, Gdańsk 2004. Dębowski P., Mrowczyk J., Widzieć/Wiedzieć, Wydawnictwo Karakter, Kraków 2011. Fijas G., Dangerous letters. A short guide to 20th century typography, Kraków 2020. Hornung D., Color course for artists and designers, Universitas, Kraków 2009. Lenk K., Short texts on the art of design, word/image/territory, Gdańsk 2011. Lenk K., Projects and scribbles, word/image/territory, Gdańsk 2010. Mrowczyk J., A small typographic dictionary, Czysty Warsztat Publishing House, 2008. Ogilvy D., About Advertising, ed. Studio Emka, Warsaw 2008. Twemilow A., What is the purpose of applied graphics, ABE, Warsaw 2006.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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