

Research Article

Typography Books as Learning Media for Introductory Typography Courses

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The Typography Book is a learning medium that studies letters. Typography books still have very little variety and it is difficult to get them. This book is needed for students majoring in Graphic Design in the Introduction to Typography course. This book uses more pictures and tutorials to make it easier for students to understand. This research aims to design an illustrated typography book to make it easier for students to study and understand the Introduction to Typography course. The material in this book is about letter families, letter anatomy, letter types, and others. This research uses a qualitative method, with a descriptive observation research model through literature study to understand the process of designing a typography book. The stages carried out are conducting research, collecting data, collecting literature related to research, designing the contents of the book, and designing images and tutorials, which will be adapted to the Introduction to Typography course. The results of this research are a book measuring 15.5 x 20 cm, 190 pages, and 20 chapters.

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1. Introduction

Introduction to Typography is a mandatory second semester course in the Graphic Design study program. The Introduction to Typography course is a course whose learning discusses letters. Learning Introduction to Typography is basic learning about letters. To support the process of learning activities so that they are easier to understand, one of them is books. Books are one source of information that students can use. There are still few books regarding Introduction to Typography, so there is a need for books that discuss this material. In order to increase the process of learning activities, student achievement and understanding of typography material in the Introduction to Typography course, there is a need for learning media, namely textbooks. With this textbook, it is hoped that it can increase students' understanding of typography material in the Introduction to Typography course. Learning process activities can run well if

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one uses learning media in the form of teaching materials that are appropriate and appropriate to student needs, so that they can support the competencies that students want to achieve, and have systematic descriptions, tests that comply with standards and learning strategies. for students{6}.

In research {2} it is said that the Typography textbook is a material book about letters and Typography is a book that provides understanding as a medium as well as a book message. Researcher {3} said that learning media in Augmented Reality-based typography material visualizes 2D and 3D image objects, which is an effective medium to make it easier for students to understand the material. The material in this learning media focuses on letter design or letter collaboration (more on letter development). Researcher{8} said that learning media using audio-visual information will be easier for students to understand because it presents sound, visuals and images for a range of material adapted to a smaller scope. Research{1} states that learning media for developing interactive multimedia programs is more effective to use because it is more interactive. This material also has a small scope. Researcher{5} said that the learning media used used the Punch Needle Embroidery technique combining typography with Indonesian decoration in decorative style aesthetic elements designed for embroidery patterns. This material also focuses more on letter design, collaborating letters with guidance on embroidery techniques. This material focuses more on letter development, not basic typography material.

From the conclusion above, it can be seen that researchers use more learning media to focus more on developing letters. Therefore, the author hopes that the results of the book Introduction to Typography will provide more of a basic understanding of letters, types of letters, letter families, which will later become a foundation for using letters. . This book also provides tutorials and pictures regarding making letters or introducing types of letters so that students can understand them more easily.

2. Material and Methods

Research regarding designing typography books as learning media to assist learning process activities. The variables used in this research are the independent variable and the dependent variable. Typography book design is the independent variable while learning media is the dependent variable. The aim of this research is to design a Typography book to make it easier for students to study and understand the Introduction to Typography course. This research uses a qualitative method, with a descriptive observation research model through literature study to understand the process of

typography book design. The data collection techniques used are 3 techniques, the first is using interview techniques to find out the extent of the material that will be covered and to find out the previous learning process. The second uses literature study techniques so that the material presented in the Introduction to Typography book matches references and matches the curriculum, and the third uses documentation techniques, namely taking image sources to support the Introduction to Typography book.

Below is the flow or process of research activities, so that this research is more focused and better:

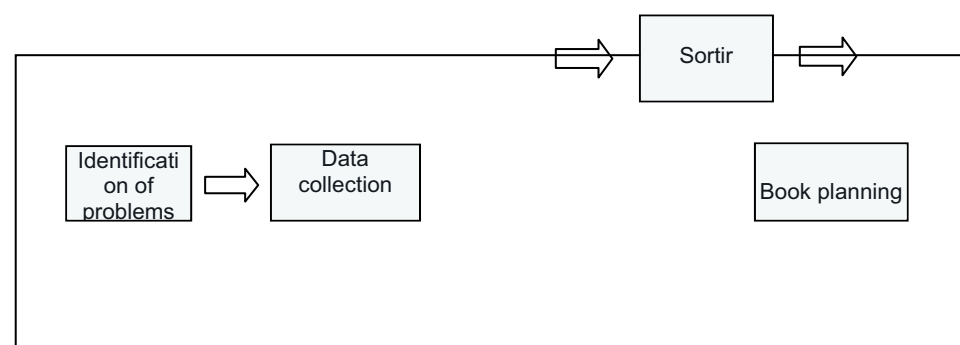


Figure 1: Flow of Activities.

3. Result and Discussion

3.1. Textbooks

There are various forms of teaching materials, for example in the form of textbooks, modules or even reference books whose use is useful to support activities in the student learning process. Both books and modules must be created in accordance with established rules or guidelines. Writing textbooks requires paying attention to the principles in writing. The content of textbooks is textbook material which must be in accordance with the theme or elaboration material of the curriculum. Teaching materials can be understood as a set of learning facilities or tools that contain learning materials, techniques or methods, limitations and ways of evaluating which are designed in a structured manner so that they are easy to understand. Teaching materials created for the learning process to run well are in the form of textbooks. Textbooks are books used by students or lecturers in teaching and learning activities. The material in the textbook is a form of realization of the material that has been included in the curriculum. {i}Textbooks are useful in the learning process, the benefits of textbooks are: accelerating students'

understanding in learning the material that will be taught earlier; Textbooks can also include tutorials or exercises that students will carry out so that it is easier for students to carry out the exercises. With textbooks, theories that have been presented that are not well understood can be read again from textbooks so they can become references, and with textbooks the learning process is more focused. and structured according to the curriculum taught

3.2. Textbook Theme

The textbook created is a book about typography. Typography is the science of art and design of letters (symbols), which is applied to visual communication media by arranging the layout, shape, size and nature, so that the message conveyed is in accordance with the wishes and expectations (Putra, 2021: 56).. The message to be conveyed Through typography, it can be communicated well and correctly if you choose the right type, shape, size and layout.

3.3. Textbook Material

This Typography textbook is a companion or supporting book to lectures for students of the Graphic Design study program at the PSDKU Medan Creative Media State Polytechnic in the Introduction to Typography course in semester 1 which will be used as an accompanying or supporting textbook for lectures. The contents of this book consist of 18 chapters, the contents of which include Introduction, Definition of Typography, History of Typography, Development of Typography Design, Scope of Typography, Function of Typography, Anatomy of Typography, Types in Typography, Characteristics of Letters in Typography, Colors, Characters of Letters in Typography, How to Creating letters manually, how to create letters digitally, collaboration of typography with other elements in design, application of typography to logos, application of typography to packaging, application of typography to packaging, application of typography to advertising, closing.

3.4. Book Making Process

In making this book using the Word application. Below is the process of making a typography book, as follows:

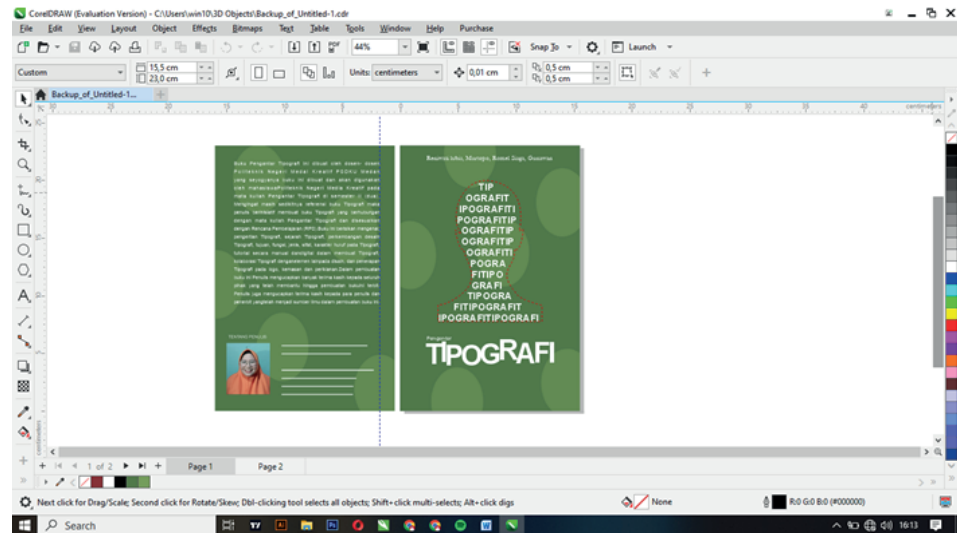


Figure 2: Display process for making typographic book covers.

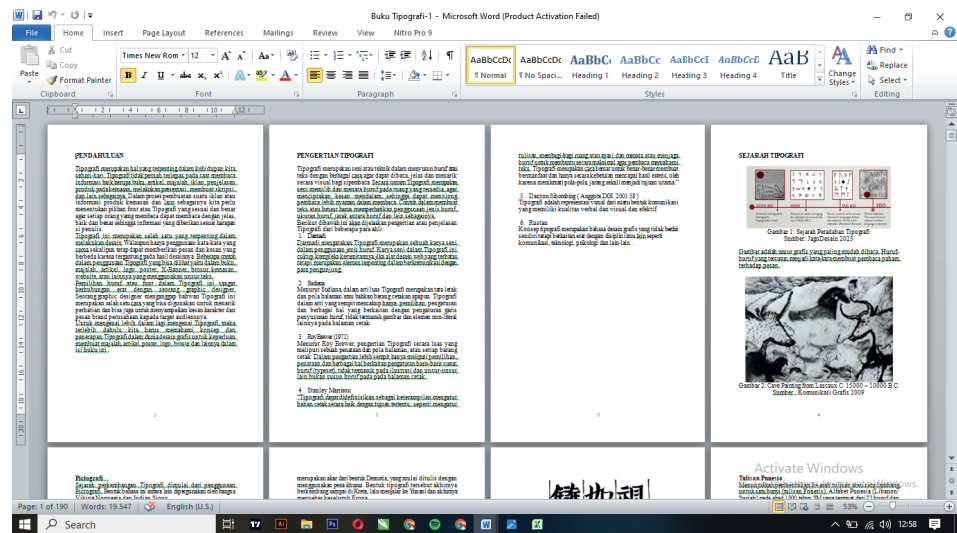


Figure 3: Process of Making a Typography Book Pages 1 – 4.

3.5. Physical Books

Below are details of the specifications for the Typography textbook that was created, namely:

Book Size : 20 x 15.5

Writing Type : Times New Roman 12

Paper Type : HVS

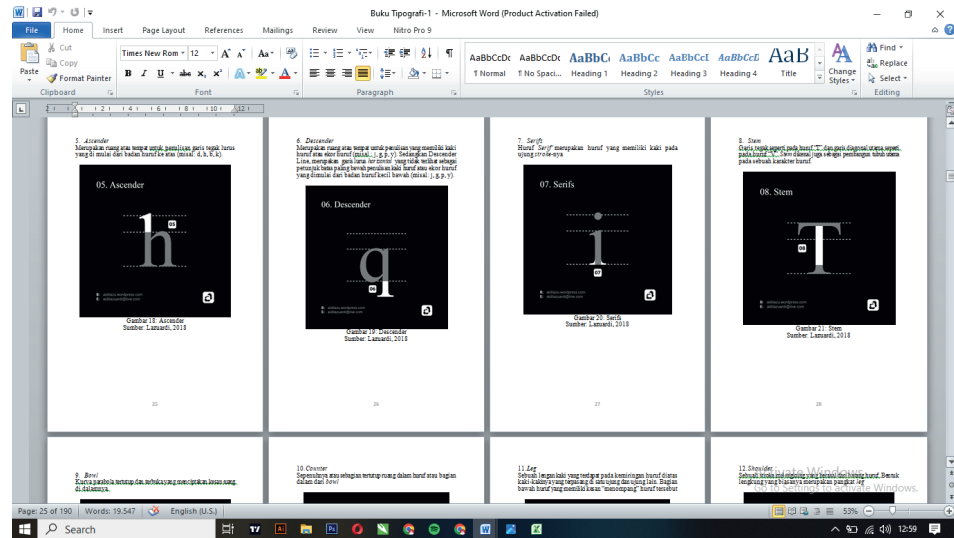


Figure 4: Display Process for Making a Typography Book Pages 25 – 28.

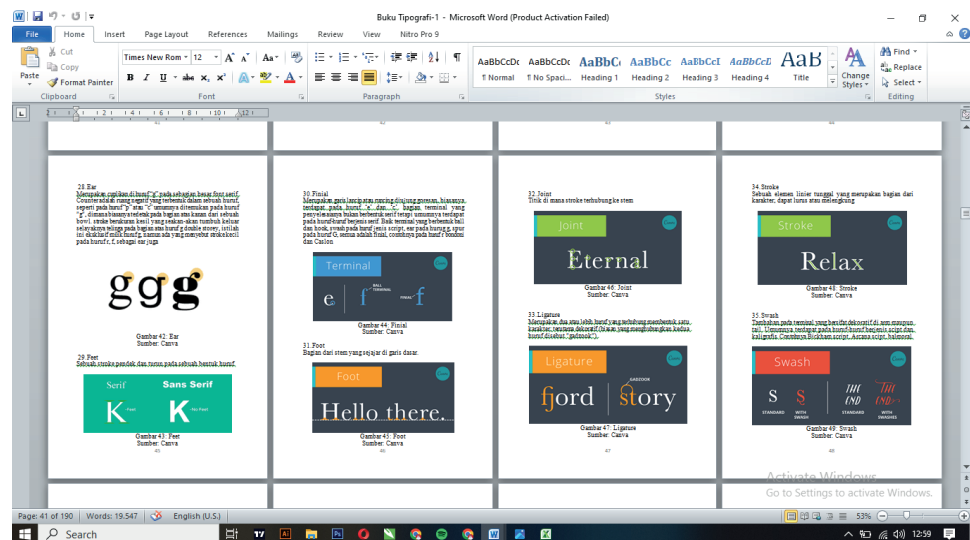


Figure 5: Display Process of Making a Typography Book Pages 45 – 48.

4. Conclusion

First, the Typography Book is a material book regarding understanding, explanation, practice and learning about letters as information in the learning process. This book was created with the ultimate aim of learning being formulated into the capabilities of indicators. Study materials and several learning resources are included in the contents of the book, so that the study materials can be developed into a framework for preparing teaching materials for learning Introduction to Typography. These two Typography Books were created and adapted to the curriculum of the Introduction to Typography course which is still rarely found. These three typography books focus more on the



Figure 6: Front and back cover.

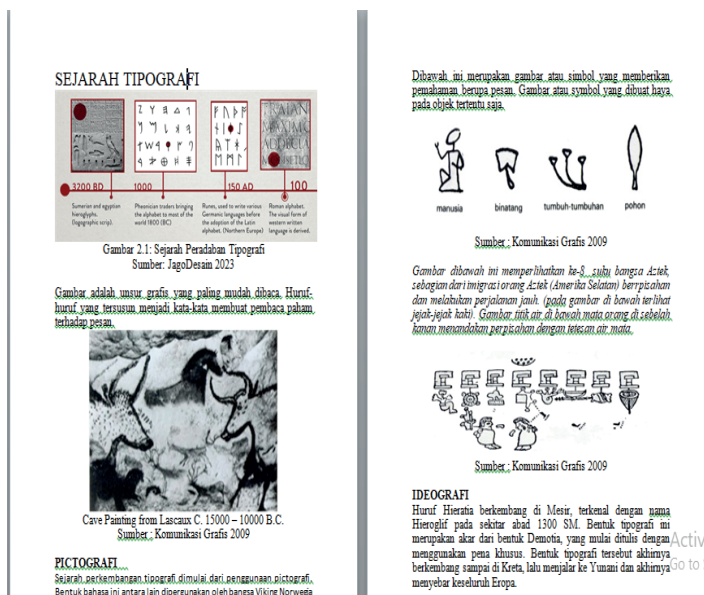


Figure 7: Book Contents.

basics of making letters, both manually and digitally. Based on the conclusion above, there are still few books regarding understanding typography and there is a need for an in-depth understanding of the basics of letter making. It is recommended that more reference books be published for a basic understanding of typography learning leading to letters design development books.



Figure 8: Book Mockup.

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