

Tárgy neve: Colour theory and typography in cartography

Tárgyfelelős neve: Dr. José Jesús Reyes Nunez

Tárgyfelelős tudományos fokozata: PhD

Tárgyfelelős MAB szerinti akkreditációs státusza: AT

The purpose of the education:

a) knowledge

- It comprehensively describes the task-solving principles, methods and procedures of the planning, development, and operation processes in the field of publication editing.
- Provides complex knowledge in the field of general text wrapping, text and image manipulation principles, rules, and connections necessary for cultivating the field of publication editing.
- Ability to create digital documents that can be published as publications.

b) abilities

- Ability to interpret and formalize complex professional problems in the field of publication editing, to reveal the necessary theoretical and practical background and to solve the problem.
- Ability to interpret, plan, organize, manage, and control processes belonging to the field of expertise.
- Ability to apply what he has learned in a diverse, multidisciplinary professional environment.

c) attitude

- Monitors professional and technological development in the field of publication editing.
- Shares his/her own knowledge and considers it important to convey professional results.
- Committed to observing and enforcing quality requirements (accuracy, commitment).

d) autonomy and responsibility

- Suitable for an independent publication editor's position, in which he carries out his tasks in a manner and at a pace set by himself, thinking through, and working out professional issues.
- Responsible for meeting and enforcing deadlines. Assumes responsibility for his/her own work and that of his/her colleagues working under his/her direction and with him/her (in a project).

Content of education:

- Basic concepts of typography: fonts, segmentation, layout, repetition, contrast, guiding lines, planned white surfaces; Font catalog. Paper sizes, proportions golden ratio.
- Specificities of publications. Parts of the book and the map. Title quarter sheet (Title page, copyright, colophon). Letter selection.
- Address system. Paragraphs. Highlights. Blind text.
- List. Bibliography. Footnote. Final note. References.
- Color theory. Pictures, figures, graphs.
- Tables, mathematical and chemical typing.
- Table of contents, PDF export; Printing marks
- Proofreading signs
- Typographic information for electronic publications: deviations from the rules of printed publications, color mixing

Evaluation system: practical mark based on course work.

Literature:

Obligatory

- F. Javier Gomez Lainer: *InDesign 2022*, Anaya Multimedia, 2021

- Shufflebotham Robert: *InDesign in Easy Steps*, In Easy Steps Ltd, 2021

Recommended

- Gavin Ambrose-Paul Harris: *The Fundamentals of Typography*, AVA Publishing, 2011
- Ellen Lupton: *Thinking with Type*, Princeton Architectural Press, 2004
- Robert Bringhurst: *The Elements of Typographic Style*, Hartles&Marks, 2004