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TYPE-A-DAY:
ACHIEVING CONTINUOUS
ENGAGEMENT WITH
GRADUATE STUDENTS USED TO 140
CHARACTERS

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Title of submission:

Type-a-Day:

**Achieving Continuous Engagement with
Graduate Students used to 140 Characters**

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Reading and writing - the cornerstones of academia - have changed little throughout history. Recent advances in computing technology, however, have brought revolutionary changes to these basic communication elements. In today's rapidly changing world of mobile devices, university students are among the most active users of the most advanced technology available. eBooks, blogging, tweeting and texting are fast replacing the aforementioned classical elements and continue to change literacy. Effective teaching, therefore, requires not only an adaptation of those channels, but a contextual integration as well. The media transplantation from one environment, where it is playfully used in abundance, into another, does not guarantee equally high adoption rates.

The assignment "Type-A-Day" is an example of how the effective use of multiple channels can enhance the teaching of traditional design skills while increasing the students' engagement in the context of a graduate typography class. The underlying principles, however, are curriculum agnostic.