Title: Typography

Catalog Description:

Formerly known as Digital Art G115, this course is an introduction to the history of the evolution and application of typography and its many applications for the perception of meaning, intention and personality of the written word.
graphic design and production option (certificate of achievement)

studio arts (associate in arts for transfer)

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ge and transfer requirements met:

CSU Transfer Course
  A. Transfers to CSU

Degree Applicable
  AA Degree Applicable

program level learning outcome(s) supported by this course:

Design and plan finished works of art.

COURSE LEVEL STUDENT LEARNING OUTCOME(S) SUPPORTED BY THIS COURSE:

1. identify history and development of western letterforms.
2. identify the different lettering families and the major characteristics of each family.
3. identify computer functions to set type in lines and/or columns.

COURSE OBJECTIVES:

1. Identify history and development of western letterforms.
2. Identify the different lettering families and the major characteristics of each family.
3. Identify computer functions to set type in lines and/or columns.
4. Apply modifications to type to fit the needs and size of a project.
5. Construct an alphabet group using techniques learned in this class.
6. Create free hand lettering designs.
7. Use filters and plug-ins in computer programs to alter and design type as headlines and subheadlines.
9. Prepare invoices for billing of typography projects.

COURSE CONTENT:

LECTURE CONTENT:

A. Basics of Typography
   1. Origins of the alphabet
   2. Type anatomy and terminology
   3. Type measurements – points and picas

B. Five classic typefaces
   1. Type classifications and characteristics
   2. Type families

C. Designing with text type
   1. Letter spacing and word spacing
   2. Line spacing
   3. Leading
   4. Line length and measure
   5. Type arrangements
   6. Paragraph Identifications
   7. Creating emphasis

D. Designing with display type
   1. Selecting display type, arranging display type
   2. Punctuation, display initials
LABORATORY CONTENT:

A. Lab content:
   1. Research biographical information on Artists: Write a biography, including proper citations, to use in publication/magazine style composition. Such as:
      a. Paula Scher
      b. Paul Rand
      c. Milton Glaser
      d. Alphonse Mucha
      e. Hillman Curtis
   2. Layout biographical copy information
      a. Margins
      b. Columns
      c. Headlines
      d. Subtext
      e. Hierarchy of type sizes from large-med-small-smaller-smallest
      f. Byline
      g. Page number
      h. Graphic images – placing, arranging and resizing
         i. Graphic elements including shapes and patterns.
   3. In class projects:
      a. Type arrangements and Typestyles
      b. Paragraph identifications
      c. Explore figure ground confusion with typographical solution.
      d. Explore using typestyles in paragraph copy fitting, alignment and a variety of font sizes
      e. Explore and develop paragraph identification
      f. Explore expressive words with type size and placement using text only.
      g. Design a book cover with the one of the expressive word solutions
      h. Final Project: Design 6 text-only square solutions, using all concepts discussed in class, to print and adhere to the 6 sides of a clear (baseball display) cube.

METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Textbook

Out-of-class Assignments

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Writing Assignments

Prepare layout sketches for proposed projects. Design and construct a simple alphabet group. Design and produce original lettering for packaging or signage. Write a proposal for a magazine design update.

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Report
Demonstration of Critical Thinking:

Prepare a visual presentation for lettering for a new product. Build a newspaper ad (full page) that has multiple items for sale. Determine four separate marketing themes and create lettering for each theme.

Required Writing, Problem Solving, Skills Demonstration:

Prepare layout sketches for proposed projects. Design and construct a simple alphabet group. Design and produce original lettering for packaging or signage. Write a proposal for a magazine design update.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Other:
1. 100 MB Zip Disk with case

LIBRARY:

Adequate library resources include:

Comments:

Attachments:

[Attached Files]