

COURSE OUTLINE

Art 132 Typography

Catalog Statement

ART132 is an introduction to the history, theory and application of letter forms and typography as they apply to graphics, advertising and other disciplines within design and visual communication. Projects cover principles of typography, letter structure, typeface selection, fundamentals of computer typesetting and typographic layout.

Total Lecture Units: 2.0

Total Laboratory Units: 1.0

Total Course Units: 3.0

Total Lecture Hours: 32.0

Total Laboratory Hours: 48.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 80.0

Prerequisite: ART 130 or equivalent

Recommended Preparation: ART 133

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- demonstrate a working knowledge and understanding of the basic elements of two-dimensional art;
- demonstrate a working knowledge and understanding of two-dimensional art, including balance, proportion, repetition, contrast, harmony, unity, point of emphasis, and visual movement;
- create black and white illustration;
- create and reshape paths;
- create, style, and edit type.

Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- explain the history of typography including major type families, designers, and style movements;
- explain the rules, vocabulary and anatomy of type and letterforms;
- practice the principles of typographic visual organization;
- explore the impact of typographic solutions on visual communication;
- develop an aesthetic appreciation of typography as both text and display;
- discuss, critique and evaluate their own compositions, as well as those of their classmates.

Course Content

Total Faculty Contact Hours = 80.0

Type Design (6 hours)

History

Nomenclature

Mechanics

Contrasts and Legibility (7 hours)

Type face

Type size

Type weight

Hue, value and chrome

Direction

Quality

Surface density

Set priorities

Composition (6 hours)

The grid

Proportion/Fibonacci

Alignment

Fundamental elements of the page/edge, center and field

Figure and Ground Reversal (6 hours)

Negative space

High contrast black and white

Adobe InDesign, Adobe Illustrator (7 hours)

Tools, menus, utilities

Document creating and preferences

Type specification

Laboratory Content (48 hours)

Analysis and application of:

Historical context (8 hours)

Design principles (12 hours)

Traditional and trend (6 hours)

Client and user requirements (12 hours)

Alignment systems (5 hours)

Presentation techniques (5 hours)

Methods of Instruction

The following methods of instruction may be used in the course:

- lecture/demonstration;
- case study discussion;
- individual or group student presentations.

Out of Class Assignments

The following out of class assignments may be used in the course:

- journal (e.g. show examples of sketches, and any preliminary versions of the project);
- research project (e.g. research a typographic classification in magazines or package design);
- individual projects (e.g. create an advertisement using a time-sensitive or historical typographical font and explain significance).

Methods of Evaluation

The following methods of evaluation may be used in the course:

- critiques of individual and group projects;
- journal;
- midterm;
- final;
- topic driven assignments.

Textbook(s)

Binghurst, Robert. *The Elements of Typographic Style*. 4th ed. 2013. Vancouver: Hartley and Marks, Publishers, 2013. Print.
12th Grade Textbook Reading Level. ISBN: 0881792128

Recommended Texts:

Craig, James. *Designing with Type*. 5th ed.. New York: Watson-Guptil, 2012. Print.
12th Grade Textbook Reading Level. ISBN: 08230-1413-4

Young, Donald. *Fonts & Logos*. 1st ed.. New York: Delphi Publisher, 1999. Print.
14th Grade Textbook Reading Level. ISBN:0-9673316-0-9

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- develop solutions to assignments incorporating the critical elements of typography and design;
- demonstrate knowledge and technical skill in the application of typography.