



COURSE OUTLINE : ART 132
D Credit – Degree Applicable
COURSE ID 001027
Cyclical Review: September 2020

COURSE DISCIPLINE : ART
COURSE NUMBER : 132
COURSE TITLE (FULL) : Typography
COURSE TITLE (SHORT) : Typography

CATALOG DESCRIPTION

ART 132 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: 2.00

Total Laboratory Units: 1.00

Total Course Units: 3.00

Total Lecture Hours: 36.00

Total Laboratory Hours: 54.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 90.00

Total Out-of-Class Hours: 72.00

Recommended Preparation: ART 133.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ART	133	Digital Illustration	Exhibit a basic understanding of various problem-solving methods;	Yes
2	ART	133	Digital Illustration	create a high contrast black and white illustration;	Yes
3	ART	133	Digital Illustration	create an illustration using values of black and white;	Yes
4	ART	133	Digital Illustration	create a one-color illustration;	Yes
5	ART	133	Digital Illustration	create a two-color illustration;	Yes
6	ART	133	Digital Illustration	create a multi-color illustration;	Yes
7	ART	133	Digital Illustration	define basic Illustrator tools;	Yes
8	ART	133	Digital Illustration	create and save new documents and artboards;	Yes
9	ART	133	Digital Illustration	create simple geometric shapes with Illustrator;	Yes
10	ART	133	Digital Illustration	create complex shapes using the pen and pencil tool;	Yes
11	ART	133	Digital Illustration	create and reshape paths;	Yes
12	ART	133	Digital Illustration	control various anchor points;	Yes
13	ART	133	Digital Illustration	control fill and stroke tools for basic color;	Yes
14	ART	133	Digital Illustration	create and control layers;	Yes
15	ART	133	Digital Illustration	create color gradients;	Yes
16	ART	133	Digital Illustration	create compound paths;	Yes
17	ART	133	Digital Illustration	create, style, and edit type.	Yes

EXIT STANDARDS

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

STUDENT LEARNING OUTCOMES

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



COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Type Design • History • Nomenclature • Mechanics	6	0	6
2	Contrasts and Legibility • Type face • Type size • Type weight • Hue, value and chrome • Direction • Quality • Surface density • Set priorities	7	0	7
3	Composition • The grid • Proportion/Fibonacci • Alignment • Fundamental elements of the page/edge, center and field	10	0	10
4	Figure and Ground Reversal • Negative space • High contrast black and white	6	0	6
5	Adobe InDesign, Adobe Illustrator • Tools, menus, utilities • Document creating and preferences • Type specification	7	0	7
6	Analysis and application of: • Historical context • Design principles • Traditional and trend • Client and user requirements • Alignment systems • Presentation techniques	0	54	54
				90

OUT OF CLASS ASSIGNMENTS

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



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METHODS OF EVALUATION

- 1 journal;
- 2 midterm exam;
- 3 final exam;
- 4 critiques of individual and group projects.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
The Elements of Typographic Style.	Required	Hartley and Marks	4	Print	Binghurst, Robert	0881792128	2019
Designing with Type	Supplemental	Watson-Guptil	5	Print	Craig, James	08230-1413-4	2012
Fonts & Logos	Supplemental	Delphi	1	Print	Young, Donald	0-9673316-0-9	1999