

## ART132 : Graphic Design: Typography

### General Information

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Attachments:	DE Addendum_ART_132 COR_09_01_2020 CoDE_05_23_2023.pdf.pdf.pdf
Course Code (CB01) :	ART132
Course Title (CB02) :	Graphic Design: Typography
Department:	ART
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1030.00) Graphic Art and Design
CIP Code:	(50.0409) Graphic Design.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	Yes
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000626452
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	ART 132 is an introduction to the fundamentals of typography, its theory, practice, history and technology. Students learn design concepts including vocabulary, anatomy, proportion, grids, and hierarchy applied within assigned projects using traditional as well as experimental approaches to enhance communication. Software includes Adobe Illustrator, Adobe InDesign and font management.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>
Author:	<ul style="list-style-type: none"><li>Rebecca Hillquist</li></ul>

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Art</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

## Course Development

### Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

### Course Special Class Status (CB13)

Course is not a special class.

### Pre-Collegiate Level (CB21)

Not applicable.

### Grading Basis

- Grade with Pass / No-Pass Option

### Course Support Course Status (CB26)

Course is not a support course

## Transferability & Gen. Ed. Options

### General Education Status (CB25)

Not Applicable

### Transferability

Transferable to both UC and CSU

### Transferability Status

Approved

## Units and Hours

### Summary

**Minimum Credit Units (CB07)** 3

**Maximum Credit Units (CB06)** 3

**Total Course In-Class (Contact) Hours** 90

**Total Course Out-of-Class Hours** 72

**Total Student Learning Hours** 162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2	4
Laboratory Hours	3	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	0
<b>Course In-Class (Contact) Hours</b>	
Lecture	36
Laboratory	54
Studio	0

**Total** 90

**Course Out-of-Class Hours**

Lecture	72
Laboratory	0
Studio	0
<b>Total</b>	<b>72</b>

**Time Commitment Notes for Students**

No value

**Units and Hours - Weekly Specialty Hours**

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

**Pre-requisites, Co-requisites, Anti-requisites and Advisories**

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**Advisory**

ART133 - Graphic Design: Digital Illustration (in-development)

**Objectives**

- Create a one-color illustration.
  - Create a two-color illustration.
  - Create a multi-color illustration.
  - Define basic Illustrator tools.
  - Create and save new documents and artboards.
  - Create simple geometric shapes with Illustrator.
  - Create complex shapes using the pen and pencil tool.
  - Create and reshape paths.
  - Control various anchor points.
  - Control fill and stroke tools for basic color.
  - Create and control layers.
  - Create color gradients.
  - Create compound paths.
  - Create, style, and edit type.
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## Entry Standards

Entry Standards

## Course Limitations

Cross Listed or Equivalent Course

## Specifications

### Methods of Instruction

Methods of Instruction                      Lecture

Methods of Instruction                      Laboratory

Methods of Instruction                      Discussion

Methods of Instruction                      Demonstrations

Methods of Instruction                      Presentations

### Out of Class Assignments

- 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

### Rationale

Activity (answering journal prompt, group activity)

Journal

Exam/Quiz/Test

Midterm exam

Exam/Quiz/Test

Final exam

Presentation (group or individual)

Critiques of individual and group projects

## Textbook Rationale

These are classic texts

### Textbooks

Author	Title	Publisher	Date	ISBN
Bringhurst, Robert	The Elements of Typographic Style.	Hartley and Marks	2013	9780881792126
Craig, James	Designing with Type	Watson-Guptil	2012	978-0823014132
Lupton, Ellen	Thinking with Type : A Critical Guide for Designers, Writers, Editors, and Students	Princeton Architectural Press, New York	2010	978-1568989693

### Other Instructional Materials (i.e. OER, handouts)

<b>Description</b>	Ebook: Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students
<b>Author</b>	Lupton, Ellen.
<b>Citation</b>	No value
<b>Online Resource(s)</b>	Access to the ebook version of the required text through the Art 132 Typography course Canvas (access to this text through Canvas comes directly from the GCC Library).

### Materials Fee

No value

## Learning Outcomes and Objectives

### Course Objectives

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.

## SLOs

### Develop solutions to assignments incorporating the critical elements of typography and design.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>ART</i> Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
<i>ART</i> Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design

### Demonstrate knowledge and technical skill in the application of typography.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
	Demonstrate intermediate mastery in a range of 2D/3D visual media
<i>ART</i> Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
<i>ART</i> Graphic Design - Certificate	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
<i>ART</i> Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design

## Course Content

### Lecture Content

#### 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 (10 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

**Total hours: 36**

**Laboratory/Studio Content**

**Analysis and application of: (54 hours)**

- Historical context
- Design principles
- Traditional and trend
- Client and user requirements
- Alignment systems
- Presentation techniques

**Total hours: 54**

**Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

**Resources**

Did you contact your departmental library liaison?

No

**If yes, who is your departmental library liason?**

No Value

**Did you contact the DEIA liaison?**

No

**Were there any DEIA changes made to this outline?**

No Value

**If yes, in what areas were these changes made:**

No Value

**Will any additional resources be needed for this course? (Click all that apply)**

- No

**If additional resources are needed, add a brief description and cost in the box provided.**

No Value