

# COURSE SYLLABUS

<b>Course Title:</b>	Typography & Design I		<b>Date submitted:</b>	Spring 2014 (AAC: 14-23)	
<b>Department:</b>	Art				
<b>Curriculum:</b>	Graphic Design				
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101)	GRA*201	<b>Prerequisites:</b>		
	<b>Course Type:</b>	Z			C- or better in Visual Communications (GRA*200)
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/Clinical/Lab Z: Combined Lecture/Studio	<b>Elective Type:</b>	FA/G/LAS	<b>Corequisites:</b>	
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science	<b>Credit Hours:</b>	3		
	<b>Developmental:</b> (yes/no)	No			
	Lecture:	2			
	Clinical:	0			
	Lab:	0			
	Studio:	2			
	<b>Contact Hours:</b>	Other:	0	<b>Other Requirements:</b>	
	TOTAL:	4	None		
<b>Class Maximum:</b>	20				
<b>Semesters Offered:</b>	F				
<b>Catalog Course Description:</b>	This course focuses on the exploration and application of typography in graphic design. Students will learn and apply the use of page layout software (InDesign) in an in-depth study of the creative and pragmatic applications of typography, and explore the interdependent relationship between type and image in visual communications.				
<b>Topical Outline:</b> List course content in outline format.	1. The design process A. Thumbnails, comps, presentation, criticism, evaluation, refinement, and production  2. Issues in typography A. Typeface choice B. Kerning C. Paragraph indication D. Type size E. Weight F. Type on image/screen				

- G. X-height
  - H. Capitalization
  - I. Display initials
  - J. Line length
  - K. Stance
  - L. Word emphasis
  - M. Leading
  - N. Alignment
  - O. Text wraps
  - P. Mixing typeface
  - Q. Hierarchy
  - R. Reverse text
  - S. Letter/word space
  - T. Type distortion
3. Document construction and text formatting using InDesign
    - A. Document creation, page dimensions, orientation
    - B. Margins, guides, and columns
    - C. Creating text in InDesign
    - D. Importing text
    - E. Basic text formatting
    - F. Importing, scaling, placing images
    - G. File formats and their use
    - H. Drawing tools
    - I. Multipage document creation
    - J. Document printing/output
  4. Exploration and application of typography in design
    - A. Type as a communication tool
      1. Readability of typefaces
      2. Type structure (line length/leading/spacing)
      3. Information hierarchy
    - B. Type as a design element
      1. Type choice and relationship to content
      2. Scale/color/value of type
      3. Visual qualities of type selection
      4. Composition of typographic elements on a page
      5. Visual impact
  5. Exploration and application of image in design
    - A. Kinds of images – line art/graphic/drawing/illustration/photography
    - B. Reasons for image choice
      1. Relationship to message
      2. Impact (visual & conceptual)
      3. Budget/reproduction considerations
      4. Style
  6. Exploration and application of color in design
    - A. Black and white

- B. Grey scale and value
- C. Spot color
- D. Full color
  
- 7. Exploration and application of page layout and composition
  - A. Format options and choice
  - B. Use of page edge and margins
  - C. Flat space vs. overlapping space
  - D. Focal point, balance, and hierarchy
  - E. Image, shape, and negative space
  
- 8. Exploration of visual hierarchy in design
  - A. Visual weight
  - B. Type contrast
  - C. Groups and space
  - D. Shape and value
  
- 9. File storage and retrieval considerations
  - A. Storage mediums
  - B. Network servers and navigation
  - C. Personal file system
  - D. Backup and master file strategy
  
- 10. Hierarchy in type groups – text only  
PROJECT – performance ensemble text
  
- 11. Hierarchy in type groups – shape and value  
PROJECT – performance ensemble text
  
- 12. Hierarchy using type groups and space  
PROJECT – event information layout
  
- 13. Hierarchy using shape, color, dynamic type  
PROJECT – performance event information
  
- 14. Hierarchy using type, image, and grid  
PROJECT – artist poster
  
- 15. Copyright laws and how they apply to art and design
  
- 16. Portfolio presentation

NOTE: Projects listed to address particular topics are suggestions, not mandated.

**Outcomes:**

Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course

**Upon successful completion of this course, the student will be able to do the following:**

**COURSE:**

Through a series of lectures, demonstrations, and projects, students will learn and apply the basic principles of typography and layout. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and create and

content.

successfully output a well designed and technically accurate design solution that incorporates typography, layout/composition, and image using page composition software — specifically Adobe InDesign. In this effort, students will:

1. Acquire additional knowledge of the creative uses of typography, color, and image through analysis and critique of existing design pieces, and the creation of original visual communication designs.
2. Acquire additional knowledge of type styles and components of typography, typographic measurement systems, typographic, and layout terminology.
3. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to audience needs through information gathering, analysis, idea development, assessment, and refinement in the creation of design projects.
4. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color, and graphic elements to effectively communicate and support the content of a design.
5. Develop skills in the technical processes of graphic design as demonstrated through the successful creation of technically accurate design pieces using the document construction and typesetting features of page layout software — Adobe InDesign.
6. Obtain a basic knowledge of copyright issues as applied to art and design.
7. Understand the function and impact of design in our society, the design profession, and the working relationships among designers, art directors, illustrators, photographers, and graphic arts technicians.
8. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.
9. Effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design.
10. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

**PROGRAM:** *(Numbering reflects Program Outcomes as they appear in the college catalog)*

Depending upon level of successful completion of coursework within the program, students will - at the intermed ate level:

**VISUAL LITERACY AND CREATIVE EXPRESSION**

2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

**VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING**

4. Understand the function and impact of design, and the roll of the design profession in our society.
5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, and page composition.
6. Effectively communicate an understanding of design concepts, processes, and techniques using the “language” of design.

**MEDIA AND TECHNICAL SKILLS**

- 8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

**PROFESSIONAL PRACTICE**

- 10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and adhering to professional ethical standards.
- 11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.
- 12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

**GENERAL EDUCATION:** *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

- 1. **Aesthetic Dimensions** - Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.
  - Demonstrates:** Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.
  - Does Not Demonstrate:** Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.

**Assessment will be based on the following criteria:**

A student’s creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through:

- 1. Studio classwork
- 2. Projects
- 3. Individual and group critiques/discussions
- 4. Portfolio review of work completed during the semester
- 5. Option of quizzes/exams/papers/reports/presentations as determined by the instructor

**Evaluation:**

List how the above outcomes will be assessed.

**Required:**

Graphic Design studio

- 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software.
- 2. Instructor workstation with permanently attached color projection system
- 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling
- 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current versions)
- 5. Letter and tabloid size black & white, and color Postscript laser printers
- 6. Large format color Postscript inkjet printers
- 7. Permanently mounted 35mm slide projector
- 8. 35mm slide scanner

**Instructional Resources:**

List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.

	9. Paper cutters and light tables  Desired:
<b>Textbook(s)</b>	Visual Quickstart Guide — InDesign. PeachPit Press