GD 20 Course Outline as of Fall 2009

CATALOG INFORMATION

Dept and Nbr: GD 20 Title: INTRO TO TYPOGRAPHY

Full Title: Introduction to Typography and Letterforms

Last Reviewed: 10/8/2018

Units		Course Hours per Week	S	Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	1.50	6	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 87.50 Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

Development of practical and visual skills for using type in effective graphic communication. Includes terminology, survey of typefaces, design basics, advanced typography skills and computer production techniques.

Prerequisites/Corequisites:

Course Completion of CIS 73.41A or CS 72.11A; AND Course Completion of GD 51 or APGR 51A.

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:

Description: Development of practical and visual skills for using type in effective graphic communication. Includes terminology, survey of typefaces, design basics, advanced typography skills and computer production techniques. (Grade Only)

Prerequisites/Corequisites: Course Completion of CIS 73.41A or CS 72.11A; AND Course Completion of GD 51 or APGR 51A.

Recommended:

Limits on Enrollment:

Transfer Credit: CSU:UC.

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree: Area Effective: Inactive: CSU GE: Transfer Area Effective: Inactive:

IGETC: Transfer Area Effective: Inactive:

CSU Transfer: Transferable Effective: Fall 2009 Inactive:

UC Transfer: Transferable Effective: Fall 2009 Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

- 1. Produce type on the desktop.
- 2. Recognize and use 24 popular typefaces.
- 3. Utilize typographic terminology and measurements.
- 4. Apply the principles of readability/legibility to produce effective design projects.
- 5. Design and produce effective typography layouts.
- 6. Generate typographic design projects from concept to completion.

Topics and Scope:

- 1. History of type and printing
- 2. Anatomy of letterforms
 - a. Fonts and families
 - b. Type
- 3. Desktop publishing on the Mac and PC using font technology
- 4. Type measurements: points and picas
- 5. Type arrangements and terminology
 - a. Type spacing: tracking, kerning, line spacing, letter spacing, word spacing
 - b. Refinements: widows, orphans, rivers, type color
- 6. Design principles, layout techniques
 - a. Designing for text and headlines
 - b. Condensed, expanded and display type
- 7. Selecting type: creating concord and contrast
- 8. Readability and legibility
 - a. Designing for maximum effectiveness
 - b. Targeting particular audiences
- 9. Concept to completion: putting together a graphics project

- 10. Typographical details
 - a. Headlines and subheads
 - b. Pull quotes
 - c. Captions
 - d. Line breaks and hyphenation
 - e. Grid theory
- 11. Introduction to basic advertising design from the desktop to the market
- 12. Preparing files for high quality output
- 13. Typographical refinements
 - a. Small caps
 - b. Old style figures
 - c. Ligatures
 - d. Open type
- 14. Punctuation
 - a. Correct usage
 - b. Hanging punctuation
 - c. Punctuation style and refinements
- 15. Special effects
 - a. Alternative characters
 - b. Initial caps
 - c. Ornaments
 - d. Dingbats and picture fonts
- 16. Proofreading and correcting copy
- 17. Quality and avoiding the pitfalls of amateur publishing
- 18. Trends in type

Assignment:

- 1. Class project of illustrations done with letter forms.
- 2. Three versions of the same totally typographic ad: one font, one size; one font, different sizes and faces; two fonts, different sizes and faces.
- 3. Create a typographic headline for a publication.
- 4. Three two-color totally typographic ads (including rules and dingbats).
- 5. Font cards series.
- 6. Typebook: collected digital images that represent the alphabet.
- 7. Concept portfolio of nine thumbnails for each assignment, rough sketches, workflow/budget, and time sheet.
- 8. Design journal showing examples of lettermarks, logos, and type in use.
- 9. Read 15 to 20 pages per week.
- 10. Mid term and final exam.
- 11. In class critiques.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing 0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Lab exercises: Font families; Font Excursion; Spacing; Legibility & Readability Lab and Quiz; Type Refinements; Proofing, Type Design Journal Problem solving 20 - 40%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Letterform illustration; 3 versions of typographic ad; Headline treatments; 2-color ads; Font cards; Unique alphabet

Skill Demonstrations 20 - 60%

Exams: All forms of formal testing, other than skill performance exams.

Midterm; Final Exam: Matching items, completion

Exams 10 - 40%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation in class critiques.

Other Category 0 - 10%

Representative Textbooks and Materials:

The Non-Designer's Type Book, Robin Williams, Addison-Wesley, 2008.