

**ART 51.3 Course Outline as of Fall 2010****CATALOG INFORMATION**

Dept and Nbr: ART 51.3 Title: GD: TYPE &amp; LETTERS

Full Title: Graphic Design: Type &amp; Letterforms

Last Reviewed: 9/28/1998

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	1.00	Lab Scheduled	4.00	17	Lab Scheduled	70.00
		Contact DHR	0		Contact DHR	0
		Contact Total	6.00		Contact Total	105.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 175.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

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

Also Listed As:

Formerly: ART 50A

**Catalog Description:**

Introduction to the art of typography emphasizing a nontechnical approach. Course focuses on design aesthetics and the creative use of letterforms for graphic design. Topics include: drawing letterforms, using type for communication and visual expression, and an overview of important art movements/design styles. Projects explore the development of original alphabets, letter-based logos, typographic layouts for posters, books and other graphic designs. Instruction in the use of traditional design tools and an introduction to the computer.

**Prerequisites/Corequisites:****Recommended Preparation:**

Completion of ART 3, ART 7A or enrollment in the Applied Graphics Program.

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Intro. to art of typography emphasizing a non- technical approach. Focuses on design aesthetics and creative use of letterforms for graphic design. Topics include: drawing letterforms, using type for communication and visual expression, an overview of art

movements/design styles. Projects explore development of original alpha- bets, letter-based logos, layouts for posters, books and other graphic designs. Use of traditional tools and intro to computer. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Completion of ART 3, ART 7A or enrollment in the Applied Graphics Program.

Limits on Enrollment:

Transfer Credit:

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>UC Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

1. Gain an overview of the art of typography and design aesthetics.
2. Explore the design of letterforms from basic strokes to finished art.
3. develop a visual understanding of the Roman alphabet: its basic form and proportion.
4. Create original graphic compositions which explore the creative uses of type and letterforms.
5. Develop an understanding of the principles of layout and design.
6. Practice problem solving skills and creative thinking (analytical and intuitive) related to graphic design.
7. Become familiar with a wide range of typefaces: their physical form, historic association, and personality.
8. Use a variety of traditional design tools and media to gain hand skills and explore their creative/expressive potential.
9. Use the photocopy machine, light table, computer, laser printer and other equipment for design work.
10. Become familiar with visual resources: books, magazines, and other publications for the graphic design field.
11. Learn about the World Wide Web/Internet as a graphics and information resource.
12. Gain an historical perspective of the important events, individuals and art/design movements relative to typographic design.
13. Exercise the ability to make critical aesthetic judgements through participation in class critiques.

14. Become familiar with the vocabulary and terms used by designers.
15. Define health and safety issues that could arise from the use of artist's tools and materials.
16. Develop projects to build a design portfolio.

### **Topics and Scope:**

The primary intent of Art 51.3 is to lay the foundation for students wishing to pursue the study of graphic design while continuing to practice visual literacy and performance using a wide range of graphic media. This includes:

1. The ability to understand the essential characteristics of type and hand-formed letters and recognize their formal qualities.
2. Develop an understanding of visual communication concepts and creative problem solving.
3. The practice of design principles and visual communication concepts and creative problem solving.
4. The ability to make aesthetic decisions and judgements about these elements in the development of visual compositions.
5. The ability to perform specific techniques to demonstrate these elements (controlled freehand line drawings using pencil; mechanical drawings using pencil and drafting tools; use technical pen and ink in accurate renderings; use brush and paint to do finished artwork; use cutting tools and mounting adhesives to precisely assemble presentations; use photocopier to enlarge, reduce, and produce multi-color prints; use computer, scanner, and laser printer to produce finished comprehensives).
6. The ability to intelligently use and care for the tools of Art 51.3 (Pencils, technical pen, T-square, triangle, drawing board, pens, brushes, x-acto knife, scissors, inks, paints, markers, colored pencils, adhesives, various boards and art papers.)
7. The ability to integrate new technology into the design process and exploit its creative potential (photocopier, computers, scanner, laser printer, etc.).

The scope and sequence of the course will be presented as follows:

1. Through lectures concerning the concepts, elements and historical precedents of art and design.
2. Through lecture/demonstrations of the proper use of materials and techniques.
3. Through student practice and demonstration of compositional, expressive and technical concepts.
4. Through evaluative one-on-one discussions with individual students.
5. Through group critique discussions and presentations of in-class and homework visual compositions.

Specific areas of study within Art 51.3 include:

1. Analyze and draw the essential strokes to form the anatomical structure of letters.
2. Draw the basic proportions of the capital and the lowercase letters.
3. Study the positive and negative shapes of letters to understand their formal qualities.
4. Review the history of the Roman alphabet and trace its development.
5. Study the letters of the alphabet and develop a new letter based on these models.

6. Use traditional designer's tools to create finished artwork.
7. Review the formal qualities of Asian brush calligraphy and the cut letterforms used by Matisse and others.
8. Experiment with various tools and media to develop expressive letterforms.
9. Incorporate handmade letterforms in a poster to evoke the mood and feeling of its content.
10. Study existing typeface designs and successful logotypes.
11. Investigate the use of letterforms in formal arrangements to learn about design and composition.
12. Examine the influential 20th century art/design movements.
13. Make prints from moveable wood type.
14. Make color separations and develop a three color xerographic print.
15. Study the typographic layout of well designed books to better understand the principles of good design.
16. Use the computer to layout the typographic elements of a book.

### **Assignment:**

May include the following:

1. Practice the basic strokes necessary to construct the capital letters.
2. Draw the correct proportions of the capital and lowercase letters.
3. Draw the Roman letter forms derived from the Trajan column.
4. Create a composition using all the letters in the alphabet emphasizing their positive and negative form.
5. Design a new 27th letter for the alphabet.
6. Create a capital and lowercase version of the new letter based on the Caslon 540 typeface.
7. Create expressive alphabets using experimental processes.
8. Design a poster or broadside incorporating expressive letterforms.
9. Create a logotype using existing type styles as the starting point.
10. Create a set of logotypes for three very different businesses.
11. Use wood type to create a grid-based composition inspired by the De Stijl movement.
12. Combine type and images to create a multicolored print embracing the spirit of Dada.
13. Create a typographic collage inspired by Cubism.
14. Design the cover and typographic page layout of a small book.

### **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.

Homework problems

Problem solving  
10 - 30%

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

Class performances

Skill Demonstrations  
10 - 30%

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

None

Exams  
0 - 0%

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

A portfolio of completed work, attendance, effort, growth, participation.

Other Category  
40 - 80%

### **Representative Textbooks and Materials:**

TypeFace Compendium, Max Hein, SRJC syllabus, 1996.

Typographic Design: Form and Communication, Carter, Day and Meggs, 2nd ed., Van Nostrand Reinhold, 1995.

Type and Image, Philip B. Meggs, Van Nostrand Reinhold, 1989.