APGR 50 Course Outline as of Fall 2002

CATALOG INFORMATION

Dept and Nbr: APGR 50 Title: INTRO TO TYPOGRAPHY
Full Title: Introduction to Typography
Last Reviewed: 3/4/2002

Units		Course Hours per Week		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	17.5	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 or Current Enrollment in APGR 52A (or APGR 91)

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 or Current Enrollment in APGR 52A (or APGR 91)
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 1981	Inactive:	Spring 2011
UC Transfer:	Transferable	Effective:	Fall 2005	Inactive:	Spring 2011

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
The students will:
1. Produce type on the desktop.
2. Recognize and use 36 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 typographic layouts.
6. Generate typographic design projects from concept to completion.

Topics and Scope:

1. History of type and printing.
2. Anatomy of letterforms. Classifications of type, fonts and families.
3. Desktop publishing on the Mac and PC. Font technology.
4. Points and picas, measuring and spec'ing.
5. Type arrangements and terminology. Type spacing: tracking, kerning, linespacing, letterspacing, wordspacing. Refinements: widows, orphans, rivers, type color.
6. Design principles, layout techniques. Designing for text and headlines. Condensed, expanded and display type.
7. Concord/contrast. Mixing and selecting type.
8. Readability/legibility. Designing for maximum effectiveness; particular audiences.
9. Concept to completion: putting together a graphics project.
10. Typographical details: headlines, subheads, pull quotes, captions, line breaks and hyphenation. Grid theory.
11. Advertising design: from the desktop to the market.
12. Service bureaus: preparing files for high quality output.

13. Typographical refinements: expert sets, multiple master fonts, small caps, oldstyle figures, ligatures.
14. Punctuation: correct usage, hanging punctuation, punctuation style and refinements.
15. Special effects. Alternative characters, initial caps, ornaments, dingbats and picture fonts.
16. Proofreading and correcting copy.
17. Quality: avoiding the pitfalls of amateur publishing.
18. Trends in Type.

Assignment:

Reading assignments, worksheets, exams, and projects.

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, PROJECTS	Problem solving 20 - 40%

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

Class performances	Skill Demonstrations 20 - 60%

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

Matching items, Completion	Exams 10 - 40%

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

None	Other Category 0 - 0%

Representative Textbooks and Materials:
The Non-Designer's Type Book, Robin Williams, Peachpit Press 1998