ART 50A Course Outline as of Fall 1981

CATALOG INFORMATION

Dept and Nbr: ART 50A   Title: INTRO LAYOUT & FORM
Full Title: Introduction to Layout and Letterforms
Last Reviewed: 9/28/1998

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00   Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 03 - May Be Taken for a Total of 3 Units
Also Listed As:
Formerly:

Catalog Description:
An introduction to the creative application of typography and lettering in various layout designs. Projects explore the aesthetic principles of using type and imagery for effective visual communication. A brief history of the alphabet, its basic form, and an overview of the rich variety of typefaces available to designers. Developing ideas from preliminary roughs to finished comps.

Prerequisites/Corequisites:
Art 3 or 7A or enrollment in the Applied Graphics Program.

Recommended Preparation:
Drawing and design skills

Limits on Enrollment:

Schedule of Classes Information:
Description: Intro to the creative application of typography & lettering in various layout designs. Projects explore the aesthetic principles of using type & imagery for effective visual communication. Brief history of the alphabet, its basic form & an overview of the rich variety of typefaces available to designers. Developing ideas from preliminary roughs to finished comps.

(Grade Only)
Prerequisites/Corequisites: Art 3 or 7A or enrollment in the Applied Graphics Program.
Recommended: Drawing and design skills
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: May Be Taken for a Total of 3 Units

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

				Effective:		Inactive:
AS Degree:	**Area**			Effective:		Inactive:
CSU GE:	**Transfer Area**			Effective:		Inactive:
IGETC:	**Transfer Area**			Effective:		Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:		Fall 2010
UC Transfer:		Effective:		Inactive:		

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
1. Develop a basic understanding of the Roman alphabet, its basic proportions and form.
2. Create original designs that investigate various concepts of typography and layout.
3. Gain an understanding and appreciation of good layout design principles.
4. Become familiar with a wide range of typefaces and their distinctive personalities.
5. Use a variety of design tools and media to gain hand skills and an understanding of how they can be employed effectively.
6. Develop basic design skills and the ability to think creatively.
7. Become familiar with visual resources, type specimen books, and pubications used by designers.
8. Become familiar with drafting tools, photocopy machines, light table, lucy, and other equipment used by designers.

Topics and Scope:

During the course students will:
1. Draw the basic form of the Roman Alphabet and analyze the basic proportion of capitals and lowercase letterforms.
2. Apply basic design principles to the layout and design of the printed page.
3. Through practice, develop a sensitivity to aesthetic concerns relating to selecting typefaces, sizing, and placement in a variety of design

situations.

4. Learn the basics of grid design for layout and produce a variety of designs which demonstrate the integration of graphic elements (photographs, illustrations, rules, etc.) with display and text type.

5. Develop an understanding of the fundamental principles of letterspacing, wordspacing, linespacing, and typographic composition through the design of such items as announcements, brochures and newletters.

7. Learn to do preliminary roughs and then develop their ideas into finished comprehensives.

8. Study the history of printing and typography from Gutenburg to modern times.

9. Analyze the design of letterforms over the centuries and become familiar with the major typefaces and designers - Jenson, Baskerville, Caslon, Bodoni, Zapf, et al.

10. Study the dynamics of how we read and understand the principles necessary for legibility and readability of type.

11. Study the mechanics of typography including the measuring systems, spacing, and various processes used to set type.

12. through practice, learn how to fit copy into a specific space, choose type fonts and calculate column width, depth, etc.

13. Analyze and select typefaces for a given situation based on their appropriate flavor, weight, texture and aesthetic appeal.

14. Learn to use the computer to set type digitally and explore its creative possibilities for the layout and design of the printed page.

Assignment:

1. Draw the basic proportions of the Roman Alphabet and analyze the basic proportions of capitals and lowercase letterforms.

2. Design the 27th letter of the alphabet for the Caslon typeface.

3. Create an original expressive alphabet using ink and brush.

4. Create an original expressive alphabet using cut or torn paper.

5. Apply original letterforms to a broadside/poster design to communicate a specific emotional mood or feeling.

6. Design a series of logotypes for 3 companies, each exploring 3 distinctively different typefaces.

7. Create a series of pencil roughs developing copy indication skills.

8. Render a full page layout as a pencil comp including a headline and body text.

9. Working from a manuscript, do a character count and calculate layout requirement for the text of a chapter of a book. Make thumbnail roughs and one full size comp. Complete this exercise by typesetting the layout on the Macintosh computer.

10. Explore the creative possibilities of making abstract designs from repeated letterforms. Apply letter patterns to a finished comprehensive in color. Format to explore a package design.

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 WILL BE MAJOR BASIS FOR COURSE GRADE. ATTENDANCE, EFFORT, GROWTH, AND CLASS PARTICIPATION	Other Category 80 - 100%

Representative Textbooks and Materials:
TYPOGRAPHIC DESIGN: FORM & COMMUNICATION by Carter, Day, & Meggs.