

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		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	4	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: 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:

Recommended Preparation:
Course Completion of CS 72.11A

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:
Recommended: Course Completion of CS 72.11A
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 professional-level type on the computer.
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. Type terminology
 - b. Type classification
3. Fonts and Families
4. Font Technology
5. Type Measurements: Points and Picas
6. Type Arrangements and Spacing
 - a. Tracing, Kerning, Leading, Letter and word spacing
 - b. Paragraph space and typographic consistency
 - c. Intro to Grid Theory
7. Design principles
 - a. Creating typographic appeal and hierarchy
 - b. Page layout principles
 - c. Expressive typography
8. Selecting and Mixing Typefaces
 - a. Concord and Contrast
 - b. Mixing faces
9. Readability and Legibility

- a. Designing for maximum effectiveness
- b. Targeting particular audiences.
- 10. Fun Type
 - a. Initial caps
 - b. Text wrap
 - c. Dingabts and picture fonts
 - d. Special effects
- 11. Successful Advertising
- 12. Typographic details
 - a. Headlines and subheads
 - b. Body copy, hyphenation, and line breaks
 - c. Pull quotes and captions
 - d. Web typography
- 13. Typographic Refinements
 - a. Small caps and old style numerals
 - b. Ligatures and OpenType alternates
 - c. Punctuation style and refinements
- 14. Proofreading and PrePress
- 15. PrePress and preparing files for Print
- 16. Creating professional quality designs from concept to completion, avoiding amateur pitfalls.
- 17. Trends in Type

Assignment:

- 1. Create self-portrait completed using only letterforms.
- 2. Create 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. Web banner utilizing expressive type and specialty effects.
- 4. Create a font card series (4 cards in 3 colors).
- 5. Ad resdesign in CMYK (Cyan, Magenta, Yellow and Black) and Grayscale.
- 6. Concept portfolio with thumbnails, roughs, tight comps and final for each project.
- 7. Design journal showing examples of logos, letter marks, and type in use.
- 8. Read 15–20 pass per week.
- 9. Midterm and final exam.
- 10. 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.

Class project, concept portfolio, design journal	Problem solving 20 - 40%
Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	
Typographic ads, font cards	Skill Demonstrations 20 - 60%
Exams: All forms of formal testing, other than skill performance exams.	
Midterm and final exam.	Exams 10 - 40%
Other: Includes any assessment tools that do not logically fit into the above categories.	
Attendance and participation in in-class critiques.	Other Category 0 - 10%

Representative Textbooks and Materials:

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