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:

AS Degree: CSU GE:	Area Transfer Area	ı		Effective: Effective:	Inactive: 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 publications 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 typsetting 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.

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

Homework problems

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

Class performances

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

None

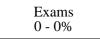
Other: Includes any assessment tools that do not logically fit into the above categories.

A PORTFOLIO OF COMPLETED WORK WILL BE MAJOR BASIS FOR COURSE GRADE. ATTENDANCE, EFFORT, GROWTH, AND CLASS PARTICIPATION

Representative Textbooks and Materials:

TYPOGRAPHIC DESIGN: FORM & COMMUNICATION by Carter, Day, & Meggs.

Writing 0 - 0%
0 - 070
Problem solving
10 - 30%
Skill Demonstrations 10 - 30%
10 - 30%



Other Category 80 - 100%	