GD 20 Course Outline as of Fall 2009

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	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	1.50	6	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 of CIS 73.41A or CS 72.11A; AND Course Completion of GD 51 or APGR 51A.

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 of CIS 73.41A or CS 72.11A; AND Course Completion of GD 51 or APGR 51A.

Recommended:
Limits on Enrollment:
Transfer Credit: CSU;UC.
Repeatability: Two Repeats if Grade was D, F, NC, or NP

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 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 type on the desktop.
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. Fonts and families
   b. Type
3. Desktop publishing on the Mac and PC using font technology
4. Type measurements: points and picas
5. Type arrangements and terminology
   a. Type spacing: tracking, kerning, line spacing, letter spacing, word spacing
   b. Refinements: widows, orphans, rivers, type color
6. Design principles, layout techniques
   a. Designing for text and headlines
   b. Condensed, expanded and display type
7. Selecting type: creating concord and contrast
8. Readability and legibility
   a. Designing for maximum effectiveness
   b. Targeting particular audiences
9. Concept to completion: putting together a graphics project

10. Typographical details
    a. Headlines and subheads
    b. Pull quotes
    c. Captions
    d. Line breaks and hyphenation
    e. Grid theory
11. Introduction to basic advertising design from the desktop to the market
12. Preparing files for high quality output
13. Typographical refinements
    a. Small caps
    b. Old style figures
    c. Ligatures
    d. Open type
14. Punctuation
    a. Correct usage
    b. Hanging punctuation
    c. Punctuation style and refinements
15. Special effects
    a. Alternative characters
    b. Initial caps
    c. Ornaments
    d. Dingbats and picture fonts
16. Proofreading and correcting copy
17. Quality and avoiding the pitfalls of amateur publishing
18. Trends in type

Assignment:

1.   Class project of illustrations done with letter forms.
2.   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.   Create a typographic headline for a publication.
4.   Three two-color totally typographic ads (including rules and dingbats).
5.   Font cards series.
6.   Typebook: collected digital images that represent the alphabet.
7.   Concept portfolio of nine thumbnails for each assignment, rough sketches, workflow/budget, and time sheet.
8.   Design journal showing examples of lettermarks, logos, and type in use.
9.   Read 15 to 20 pages per week.
10. Mid term and final exam.
11. 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.

Lab exercises: Font families; Font Excursion; Spacing; Legibility & Readability Lab and Quiz; Type Refinements; Proofing, Type Design Journal	Problem solving 20 - 40%

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

Letterform illustration; 3 versions of typographic ad; Headline treatments; 2-color ads; Font cards; Unique alphabet	Skill Demonstrations 20 - 60%

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

Midterm; Final Exam: Matching items, completion	Exams 10 - 40%

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

Attendance and participation in class critiques.	Other Category 0 - 10%

Representative Textbooks and Materials:

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