

# ART G115: TYPOGRAPHY

Item	Value
Curriculum Committee Approval Date	10/19/2021
Top Code	100100 - Fine Arts, General
Units	3 Total Units
Hours	108 Total Hours (Lecture Hours 27; Lab Hours 81)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Formerly: DART G115. This course is an introduction to typography, the art and technique of arranging type to make language visible. Students will learn about the history, evolution, and application of typography. The role of typography in the perception of meaning and the intention and personality of the written word will also be covered. Transfer Credit: CSU; UC.

## Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Evaluate examples of typography that are successful in their use of the elements and principals of design.
3. Create professional typographical work to present in an art portfolio.
4. Use a range of vocabulary specific to typography.
5. Differentiate between the major categories of fonts including serif and sans serif.

## Course Objectives

- 1. Identify the history and development of letterforms
- 2. Recognize key parts of letterforms
- 3. Name the major lettering families and their key characteristics
- 4. Recall computer functions to set type in lines and/or columns
- 5. Apply modifications to type to fit the needs and size of a project
- 6. Construct an alphabet group using techniques learned in this class
- 7. Create freehand lettering designs
- 8. Use computer filters and plug-ins to alter and design type as headlines and subheadlines
- 9. Formulate distinctive lettering for packaging, book covers, signage, and websites
- 10. Prepare invoices for the billing of typography projects
- 11. Evaluate a typographical layout for functional and aesthetic appeal
- 12. Choose appropriate fonts, styles, point sizes, and line spacing based on the needs of a project.

## Lecture Content

Basics of Typography Origins of the alphabet Type terminology History of typography and its key designers Type measurements Type classifications and characteristics Type families Black letter and script Old style Modern Serif Sans serif Script and cursive Decorative and novelty Five classic typefaces Garamond - Old style Baskerville - Traditional Bodoni - Modern Century Expanded - Egyptian Helvetica - Sans serif Designing with text type Letterspacing and wordspacing Linespacing and leading Line length and measure Type arrangements Paragraph indications Creating emphasis Grids Designing with display type Selecting display type Arranging display type Optical considerations Punctuation Display initials Modifying type

## Lab Content

Typesetting versus typewriting Elements and principals of design Positive and negative space in type Elements of successful type and unsuccessful type Legibility and readability Letter design Lower case a and g as art forms Initials Letterform proportions Slicing type Setting type for various layouts and document structures Margins Grids Columns Tables Headlines Headings and subheadings Headers and footers Bylines Subtext Page numbers Paragraph identifications Indentation Alignment Boxes and bars Punctuation Abbreviations Bullets and lists Quotations Hyphenation Hierarchy of type sizes Large Medium Small Smaller Smallest Graphic images and type Placing type Arranging type Resizing type Graphic elements of type Shapes Patterns Type arrangements Figure ground confusion Background value Color and contrast Typestyles Paragraph copy fitting Paragraph identification Alignment Font sizes Special characters Expressive words Type size Text-only placement Selecting and combining fonts creatively Font selection considerations Typographic personality Denotation, connotation, and resonance Spacing and grouping type Weight Proportion Value and texture Varying position and orientation Varying font structure and style Resolution Issues Print Screen Web

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

## Instructional Techniques

Demonstrations Lectures Slide shows Videos Field trips Guest speakers Group critiques Handouts One on one demonstrations/consultations Readings

## Reading Assignments

Articles of interest pertaining to class studies, instructor created materials and handouts, and the textbook.

## Writing Assignments

Writing assignments may include preparing layout sketches for proposed projects, designing a simple alphabet group, producing original lettering for packaging or signage, and drafting a proposal for a magazine design update.

## Out-of-class Assignments

A variety of study oriented projects involving the application of typographical theories and approaches that may include creating mock

posters, book covers, magazine covers, and package designs. These projects reinforce typographical problem-solving techniques and critical thinking.

## **Demonstration of Critical Thinking**

Critical thinking may be demonstrated by preparing a visual presentation of the lettering for a new product, building a full-page newspaper ad with multiple items for sale, or determining marketing themes and creating lettering for each theme.

## **Required Writing, Problem Solving, Skills Demonstration**

Writing, problem solving and skills demonstrations may be demonstrated by creating a portfolio of mock designs for book and magazine covers, posters, and packaging as well as designing an alphabet group.

## **Eligible Disciplines**

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent.

Note: "masters degree in fine arts" as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the "Master of Fine Arts" (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

## **Textbooks Resources**

1. Required Craig, J. Designing with Type: The Essential Guide to Typography, 5th ed. Watson-Guptill Publications (most recent), 2011 Rationale: Most recent 2. Optional Clair, K. and Busic-Snyder, C. A Typographic Workbook: A Primer to History, Techniques, and Artistry, 3rd ed. John Wiley Sons, Inc. (most recent), 2011 Rationale: This is the most recent publication of this textbook.

## **Other Resources**

1. External data storage device