DGA C117: TYPOGRAPHY

Item	Value
Curriculum Committee Approval Date	09/12/2014
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Typography is the window into the world of visual communication. Explore the history and development of basic letterforms and the ubiquitous nature of type and typography as it relates to mastering the skills necessary to design effective digital assets. Real world applications will be discussed relating to perceptions, intention, readability and usage of typography, while creating successful designs for a professional portfolio. Recommended for Digital Graphic Application majors and certificates. Enrollment Limitation: DMD C117; students who complete DGA C117 may not enroll in or receive credit for DMD C117. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Produce creative typography projects that communicate to a diverse audience through fluency of expression, engagement, perception, intention, emotion and readability.

Course Objectives

- 1. Identify the basic fundamentals of typographic design.
- 2. Describe characteristics of type: explain how to effectively choose type and the role it plays in advertising and design.
- 3. Choose appropriate fonts, styles, point sizes, line spacing.
- 4. Create effective typography projects in various digital formats, from print to web, conveying intended mood, meaning, and message.

Lecture Content

Brief History of Type Understanding Font Technology What Makes a Typeface Look the Way It Does. Selecting the Right Type for the Job Formatting Type Typographic Hierarchy and Emphasis Fine-Tuning and Tweaking Type Spacing Considerations Finessing Your Type Figures, Fractions, Signs, Symbols, and Dingbats Type on the Web and Digital Formats Type in Motion Designing Your Own Typeface

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include, but are not limited to, lecture, discussion, projects, and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and field trips.

Reading Assignments

Students will complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from Coastlines Library.

Writing Assignments

Create a design plan, reflective logs, weekly topic responses, and critiques.

Out-of-class Assignments

Weekly projects demonstrating skills acquired and development of a self-designed project.

Demonstration of Critical Thinking

Planning, revising and critiquing projects given specific criteria.

Required Writing, Problem Solving, Skills Demonstration

Given industry/customer options, create a 'design plan for a new font project. Written critiques of student and public works.

Eligible Disciplines

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. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Strizver, I. Type Rules! Designers Guide Typography, 4th ed. 9781118454053: Wiley, 2014 Rationale: . Legacy Textbook Transfer Data: Legacy text 2. Required Williams, R. Non-Designers Design Type, 8th ed. 9780321534057: Pearson, 2014 Rationale: . Legacy Textbook Transfer Data: Legacy text

Other Resources

1. Coastline Library 2. Course uses Online resources, Open Educational Resources (OER), and Zero Textbook Cost (ZTC) Resources.