DMAD A115: TYPOGRAPHY

Item	Value
Curriculum Committee Approval Date	10/12/2022
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab 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)

Course Description

Formerly: Typography I. Typography offers a comprehensive introduction to the principles of typography, covering both its historical roots and modern applications in print and digital media. Students will explore the anatomy and classification of type, while learning the essential skills for designing with typography in both physical and digital formats. Through hands-on projects, students will use current graphic design software to create professional-quality assets such as posters, logotypes, and digital graphics. By the end of the course, students will have produced a variety of typographic pieces suitable for inclusion in a portfolio. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Apply typographic principles to create cohesive visual designs for both print and digital media.
2. Evaluate and revise typographic designs to meet professional standards in both aesthetic quality and typographic accuracy.
3. Create portfolio-ready pieces demonstrating the knowledge of type anatomy and applying typesetting practices to improve legibility and design precision.

Course Objectives

- 1. Produce portfolio samples.
- 2. Recognize and use effectively important type families.
- 3. Produce typographic samples.
- 4. Use state-of-the-art page layout software.
- 5. Discuss the design of typography from an historical development perspective.
- 6. Describe the vocabulary and historical development of typography.
- 7. Describe the facts and basic principles of typography.

Lecture Content

Type Basics Anatomy Categories Families Measurement Terminology Type History Gutenberg and Development of Metal Type Linotype, Wood Type Phototypesetting Electronic Typesetting Digital Typesetting Font File Formats Font Installation Technology Part 1 Software choices and use Using Type   Legibility/Readability Upper Lower Case Line Width Line Spacing Color Paragraphs: Part 1 Type and Image Designing with Type The Process Meaning Context Impact Rhythm Repetition Continuity

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

Video presentations, CD ROM demonstrations, field trips, student critiques, guest lectures, bibliography

Reading Assignments

Students will have 1-2 hours per week of Readings from required text. Reading from Assigned online resources.

Writing Assignments

Students will have 1-2 hours per week of Self-Reflections Analysis of Elements and Principles of Deisgn Written Reports of Attended Events and/or Materials Read

Out-of-class Assignments

Students will spend 1-2 hours per week on: Design projects using appropriate software. Attend on campus student art shows. Sketching and conceptualizing drawing.

Demonstration of Critical Thinking

Exams on assigned reading, exams on typographic workbook, skill demonstrations, problem solving exercises, written assignments, attendance

Required Writing, Problem Solving, Skills Demonstration

Written reports, critiques of work seen outside of class, group critiques of student work

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 Williams, Robin. The Non-Designers Design Type Books, latest ed. Peachpit Press, 2014 Rationale: - 2. Required McWade, John. Graphics For Business, ed. Peachpit Press, 2005 Rationale: -

Other Resources

1. Selected handout materials to be provided and distributed by the instructor.