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Semester Effective:

ART 1825 (ART) Fundamentals of Typography (3 Units) CSU

Advisory: Successful completion of Art 1600, 1620, 1800, 1825, strongly recommended.

Hours and Unit Calculations:

32 hours lecture. (64 Outside of class hours); 48 hours lab (144 Total Student Learning hours) 3 Units

Catalog Description: This course is an introduction to the fundamentals of Typography. Students will immerse themselves in the study letterforms and the craft of typography, and its relationship to the message or purpose. Students will conceptualize and construct letterforms and typography as an expressive medium. The course utilizes Adobe Apps such as Illustrator, Photoshop, and InDesign in the production of typography projects.

Type of Class/Course: Degree Credit

Recommended Textbooks: *A Type Primer, 2nd Edition*, John Kane: Pearson Prentice Hall

OR

Adobe Illustrator: Classroom in a Book. Adobe Creative Team. Indianapolis, IN: Pearson Education.

OR

Adobe InDesign: Classroom in a Book. Adobe Creative Team. Indianapolis, IN: Pearson Education.

OR

Adobe Photoshop: Classroom in a Book. Adobe Creative Team. Indianapolis, IN: Pearson Education.

Additional Required Materials: Access to a computer workstation with internet and Adobe apps, flash drive or USB portable hard drive, digital camera or scanner, various art materials as needed.

Course Objectives:

By the end of the course, a successful student will be able to:

1. Learn the evolution of typography
2. Learn typographic terms and type anatomy
3. Analyze letterforms using the elements of art and principles of design
4. Develop and create letterform design
5. Integrate type and image to create meaningful compositions
6. Investigate the readability and legibility of type
7. Establish typographic hierarchies effectively
8. Make intelligent, confident typographic design decisions
9. Recognize purpose and appropriateness of type

10. Gain knowledge in printing standards
11. Gain knowledge in using fonts for web applications
12. Produce dynamic and effective typographic layouts
13. Be able to mix typefaces in a compelling visual communication

Course Scope and Content: (Lecture)

Course Scope and Content:

- Unit 1 About Type
1. History of Type and Print
 2. Development
 3. Type Terminology
 4. Letters, Words and Phrases
- Unit II Identifying Type
1. Type Style
 2. Type Families
 3. Fonts and Character Sets
 4. Web Fonts
 - a. System fonts
 - b. Modern Web Typography
 - c. CSS
 - d. Responsive Design
 - e. Variable Fonts
- Unit III Type as Image
1. Elements
 - a. Space
 - b. Line
 - c. Mass
 - d. Tone
 - e. Texture
 2. Design Principles
 - a. Hierarchy
 - b. Proportion
 - c. Harmony
 - d. Movement, Flow, Rhythm
 - e. Repetition
 - f. Balance
- Unit IV Page Layout
1. Titles
 2. Body Text- small but important details
 3. Alignment
 4. Leading, Letterspacing, Tracking, Kerning

5. Grid Systems, Tables
6. Page Geometry, Grids, White Space

- Unit V Combining Typefaces
1. Rules
 2. Context within Typefaces
 3. Complementary Fonts
 4. Content and Visual Hierarchy
 5. Serifs and Sans-serifs

Course Scope and Content (Laboratory):

- Unit I Typography Exercise Using Your Initials
1. Create shapes using letters
 2. Using letterforms to convey personality
 3. Positive/Negative Space

- Unit II Expressive Words (Semantic Typography)
1. Conveying information in word
 2. Product with a Purpose
 3. Positive/Negative Space

- Unit III Type as an Image (Shapes with Type)
1. Portrait Typography
 2. Positive/Negative Space

- Unit IV Poster Design
1. Designing with Type
 2. Using Images and Type
 3. Visual Hierarchy
 4. Combining Typefaces

- Unit V Magazine Layout
1. Designing with Type
 2. Combining Typefaces
 3. Mastheads
 4. Display Text
 5. Body Text

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 4 hours per week outside of the regular class time doing the following:

1. Skill practice
2. Completing required reading and exercises

3. Reviewing typographic compositions in:
 - a. Letterforms (as art)
 - b. Posters
 - c. Magazines
 - d. Books
4. Developing their creativity and concept design skills

Methods of Instruction:

1. Lecture/demonstration
2. Lab – learning through doing (lessons from text)
3. Lab – assigned projects
4. Critiques of projects

Methods of Evaluation:

1. Skill demonstrations, including:
 - a. class discussions presentations and critiques
 - b. evaluation of assigned projects
 - c. evaluation of lab work

Supplemental Data:

TOP Code:	1030.00 Graphic Art & Design
SAM Priority Code:	C: Clearly occupational
Distant Education:	N/A
Funding Agency:	Y: Not Applicable
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Not Applicable

Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	N: Course is not a part of a cooperative education program
Eligible for Credit by Exam:	Yes
Eligible for Pass/No Pass:	Yes
Discipline:	Graphic Arts