



Course Outline

2026-2027 Catalog

ART 32 - Creative Typography

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

Lab: 51.00 Contact hours/0.00 Out of class hours/51.00 Total hours/1.00 Unit(s)

Total: 85.00 Contact hours/68.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

Course Description: This course is an introduction to the technical and aesthetic fundamentals of typography and their relationship to the design of effective visual communications. It also includes the study of the letterform, typefaces, copy fitting, software and specification emphasis on creative application.

Objectives

Upon successful completion of this course, the student should be able to:

1. Employ a basic typographic vocabulary.
2. Judge and select type appropriate to specific communication goals.
3. Identify famous typographers and their contributions.
4. Manipulating type so that it controls the viewer's eye, thus enhancing the communication process.
5. Describe the application of problem solving techniques in design.
6. Utilize the principles of contrast for emphasis in a layout.
7. Discuss origins of type and its historical development.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Creativity and Design Process	4.00
Letterforms as Art	3.00
History of Type	3.00
The Language of Type	4.00
Legibility	4.00
Type Composition Alternatives	4.00
Typography instead of Illustration	4.00
Typography Set to Mood	4.00
Famous Typographers	4.00
Total Hours: 34.00	

Lab

<u>Topics</u>	<u>Lab Hrs</u>
Creativity and Design Process	6.00
Letterforms as Art	6.00
History of Type	6.00
The Language of Type	3.00
Legibility	6.00
Type Composition Alternatives	6.00
Typography instead of Illustration	6.00
Typography Set to Mood	6.00
Famous Typographers	6.00
Total Hours: 51.00	

Methods of Instruction

- A. Demonstrations
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Lecture

- D. Multimedia Presentations
- E. Lab
 - Publications, books, samples
 - Handouts
 - Projects
 - Critiques

Methods of Evaluation

- A. Quizzes
- B. Creative Projects, Lab Performance

Examples of Assignments

Reading Assignments

- 1. Research specific Websites for an article relating to typography. Give an oral report in front of the class describing the chosen article.
- 2. Read typography handout relating to Web typography techniques. Be prepared to discuss with class.

Writing Assignments

- 1. Explore the work of a type designer through research, writing and design. Incorporate content into a visual design.
- 2. Write an article about a selected typographer for Communication Arts magazine. Your article could appear in either the “Design Pioneers” or “Typography” column. It should be approximately 600-800 words in length.

Out-of-Class Assignments

- 1. Use a camera to photograph typography in a specific area of your community. Share photographs with the class.
- 2. Watch "Helvetica" video and write a one page critique of the video.

Recommended Materials of Instruction

Other Learning Materials

- Tracing Paper
- Web sites
- Tutorials
- Readings given as handouts
- Reference Publications and Books for students who want to do further research.

Minimum Qualifications

- Art (Masters Required)
 - Commercial Art
 - Graphic Arts
 - Printing Technology
-

Created/Revised by: Donnelly, Daniel
Date: 02/04/2013