

I. COURSE INFORMATION

- A. Production Media 126 Typography
- B. 3 Credit Hours
- C. E-Book: Carter, Day and Meggs. *Typographic Design: Form and Communication*. 7th ed. Wiley Publication
- D. Prerequisites: None

II. COURSE DESCRIPTION

This course will provide instruction into the basic principles of contemporary typographic design for verbal and visual expression. Information concerning typography, from traditional letterpress through digital type design and typesetting, will be included. This course content will emphasize effective methods of communicating to a mass audience through the printed letter as well as focus on size, form, contrast, color, spacing and design of the printed word and printed page. Working knowledge of Adobe InDesign required.

III. LEARNING OUTCOMES

- A. Explain the origins of type, major trends in type design, the changing technology of type, and the changing application of type design
- B. Explore the expressive range of typography as a primary visual, illustrative element
- C. Demonstrate an understanding of basic typographic terminology
- D. Demonstrate an understanding of communication theory in commercial and fine arts
- E. Create functional organization of complex information through effective hierarchy and typographic expression

IV. MAJOR CONTENT AREAS

- A. History of Type
 - a. Origins
 - b. Evolution and major trends
 - c. Anatomy of type
- B. Basic Type Vocabulary
 - a. Traditional
 - b. Contemporary
- C. Investigating Legibility
 - a. Type size, line length and leading
 - b. Justified, rag right and rag left
 - c. Symmetrical and asymmetrical
- D. Nature of Type
 - a. Geometrical, optical and organic aspects
 - b. Relationship between text and form
 - c. Proportions, contrasts and relationships
- E. Designing with Type
 - a. Texture
 - b. Value
 - c. Weight and size
 - d. Color
 - e. Legibility
 - f. Spacing
 - g. Leading

V. ASSIGNMENTS (may include but are not limited to)

- A. Pragmatic (textbook design)

- B. Expressionistic design (found and constructed typographic compositions that are poetic and conceptual)
- C. Course exercises
- D. Final project
- E. Final

VI. EVALUATION METHODS (may include but are not limited to)

- A. Attendance and participation
- B. Critiques
- C. Assignments
- D. Quizzes