

GID 36: TYPOGRAPHY

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	4
Hours:	3 lecture, 3 laboratory per week (72 total per quarter)
Advisory:	Not open to students with credit in GID 54 or GRDS 62.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU/UC
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- A successful student will be able to identify major type families and typefaces by their qualities and characters. (Created By Department - Graphic & Interactive Design (GID))
- A successful student will be able to demonstrate an understanding of typographic design principles and techniques in creating finished projects. (Created By Department - Graphic & Interactive Design(GID))

Description

Exploration and experimentation with letter forms and page layout for expressive communication. Fundamental typographic principles, font recognition, and analysis of both historical and post modern design theory. Emphasis on content, form, and technique for effective use of typography in ads, posters, newsletters and other visual communications.

Course Objectives

The student will be able to:

1. demonstrate ability to use type both as a design element and a tool for communicating ideas and information in a culturally-diverse marketplace.
2. demonstrate an awareness of typographic composition and layout principles and their effect on legibility and readability.
3. achieve appropriate moods, texture, emphasis, and fitness of purpose with type.
4. recognize and appreciate the typographic contributions made by people from diverse cultures and backgrounds.
5. demonstrate effective use of computer software to create hard copy prints for class critique and portfolio presentation.

Course Content

1. Overview of typography
 - a. History and development of typography
 - i. Oldstyle, Transitional, Modern, Egyptian, and Sans Serif
 - ii. Hand-set typography and electronic typography
 - iii. Contributions by individuals from diverse cultural backgrounds
 - b. Type design and artistic style

- i. Artistic contributions by individuals from diverse cultural backgrounds
 - ii. Cultural and historical typographic styles
2. Page layout demonstrations and techniques
 - a. Measurements
 - b. Dimensions of type
 - c. Spacing
 3. Principles of visual communication
 - a. Hot and wood type experimenting
 - b. Principles of composition
 - c. Typographic readability and legibility
 - d. Creative problem solving
 4. Designing with type
 - a. Strategies for effective visual communication
 - b. Using the grid as a design and layout foundation
 - c. Exploring solutions for achieving typographic sensitivity, mood, dramatic emphasis and professional standards
 5. The business of typography
 - a. Job opportunities
 - b. Copyright issues

Lab Content

Digital and traditional typographic techniques

1. Page layout demonstrations and techniques
 - a. Measurements
 - b. Dimensions of type
 - c. Spacing
2. Principles of visual communication
 - a. Hot and wood type experimenting
 - b. Principles of composition
 - c. Typographic readability and legibility
 - d. Creative problem solving
3. Designing with type
 - a. Strategies for effective visual communication
 - b. Using the grid as a design and layout foundation
 - c. Exploring solutions for achieving typographic sensitivity, mood, dramatic emphasis and professional standards

Special Facilities and/or Equipment

1. A multimedia classroom with lighting and wall space suitable for viewing art work and projected images. An integrated or separate facility with student workstation configurations to include hard drives; color monitors; mice or electronic drawing tablets; keyboards; scanner, print output device; and software. Hot type cabinets and a printing press.
2. When taught via Foothill Global Access: ongoing access to computer with JavaScript-enabled internet browsing software, media plug-ins, and relevant computer graphics applications.

Method(s) of Evaluation

Completed student projects
 Class discussion and critiques
 Written paper on topic of typography
 Written examinations

Method(s) of Instruction

Lectures on technical and conceptual concepts in typography and typographic design

Discussion and critique of projects and representative media

Group discussions that address the creative problem solving process and technical concepts

Demonstration of typography design and typographic techniques

Representative Text(s) and Other Materials

De Leon, Mye. Mastering Hand-Lettering: Your Practical Guide to Creating and Styling the Alphabet. 2017.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Example of required reading assignments: lesson 4, pages 147-153, 77-98, 108-120 in the textbook.
2. Example of required writing assignments: project 2 - write a one page paper about a designer who creates fonts and his or her fonts. Include some background on the designer, their philosophy of fonts and design (why they design fonts). You may write your own impressions and opinions as well.

Discipline(s)

Graphic Arts