GID 36: TYPOGRAPHY

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2025
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.
- A successful student will be able to demonstrate an understanding of typographic design principles and techniques in creating finished projects.

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 as 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
      iii. Font families
   c. Principles of typography
   d. The business of typography
      i. Job opportunities
      ii. Copyright issues
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. Culture and communication
   a. Visual communication of typography in a global marketplace
   b. Analyze and discuss typography contributions by individuals from diverse cultural backgrounds
   c. Influence of designers from diverse cultures and backgrounds on typography
5. 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
   d. Apply technology and industry standard software to creation and demonstration of typography projects

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

Methods of Evaluation may include but are not limited to the following:

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

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

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

Barber, Ken. House Industries Lettering Manual. 2020.

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

1. Examples of outside of class assignments:
   a. This assignment is based on real-world practice and application within a design firm and/or industry studio. Create a pangram, a sentence or verse using all 26 letters of the alphabet without any repeated words, using unique and original letter design and anatomy.
   b. Sketch at least one (1) full set of upper-case or lower-case unique and original alphabet letters. Sketches can be in any creative style and font design of student's choice.

Discipline(s)

Graphic Arts