

Department:

Art

Course Description:

This course will provide a study of the principles of contemporary typographic design. The course will focus on size, form, contrast, color, spacing, and design of the printed word and printed page. Typography production from traditional letterpress through photomechanical processes will also be discussed. The course will provide an introduction to the Macintosh computer and the latest graphic design software.

Course Competencies:

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

1. Discuss and explain the origins of type, major trends in type design, the changing technology of type, and the changing application of type design.
2. Use basic typographic terminology.
3. Complete projects that demonstrate the nature of type, including visual contrasts and relationships to the individual letter, word, type size, style, weight, color, spacing, leading, arrangement, texture, paper, ink, and production.
4. Complete projects relating to the geometric, optical, and organic aspects of designing with type, as well as demonstrating the relationship between text and form.
5. Explore and complete typographic design projects with the Macintosh computer.

Course Content:

- A. History of Type
 1. Origins
 2. Evolution and major trends
 3. Anatomy of type
- B. Basic Type Vocabulary
 1. Traditional
 2. Contemporary
- C. Investigating Legibility
 1. Type size, line length, leading
 2. Justified, rag right, rag left
 3. Symmetrical, asymmetrical
- D. Nature of Type
 1. Geometrical, optical, organic aspects
 2. Relationship between text and form
 3. Proportions, contrasts, and relationships
- E. Designing with Type

1. Texture
2. Value
3. Weight and size
4. Color
5. Legibility
6. Spacing
7. Leading

Learning Assessments:

Course competencies will be assessed by evaluation of completed projects and a final exam.

Instructional Materials:

Typographic Design: Form and Communication, Carter, Day, Meggs, 4th Ed., Wiley, 2007.

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the "Disabilities Self-Identification Form" at this link:

<https://highlandcc.edu/pages/disability-services>.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.