

# AAD 0054 - TYPOGRAPHY

## Catalog Description

Prerequisite: Completion of AAD 52, 53, 61, 62, or 75 with grade of "C" or better

Advisory: Completion of AAD 60 with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Description: A professional and historical approach to understanding typographic principles and form, effects of type on the style and communication in print and screen. Includes study of historical and contemporary graphics and typographic design, conceptualizing, developing and refining typographical forms, methods for analyzing typographic usage, and proper application of type in a variety of print publications, screen environments, hand drawn and computer generated typed forms. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Develop a range of historical typographical styles and applications in class projects through study of the historical evolution of typography in language and print.
- CSLO #2: Develop a broad range of design concepts and apply them to various design problems using typographical principles; identifying the basic elements and correct use of type.
- CSLO #3: Critique page layout and design in terms of typography, composition, page layout and design in terms of client presentation.

## Effective Term

Spring 2021

## Course Type

Credit - Degree-applicable

## Contact Hours

72

## Outside of Class Hours

90

## Total Student Learning Hours

162

## Course Objectives

Lecture Objectives:

1. Study historical evolution of typography in language and print;
2. Identify the basic elements and correct use of type;
3. Define typographic terminology through research projects;
4. Evaluate typographic use for effective graphic solutions;
5. Critique page layout and design in terms of typography, composition and presentation.

Activity Objectives:

1. Use a range of historical typographical styles and applications in class projects;
2. Develop a broad range of design concepts and apply them to various design problems using typographical principles;

3. Utilize both hand drawn and computer generated forms in class projects;
4. Produce design comprehensives for and effective graphic solutions and client presentation; and
5. Critique page layout and design in terms of typography, composition and presentation.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Projects
  - Example: Students will develop a broad range of design concepts and apply them to various design problems using typographical principles. Produce design comprehensives for and effective graphic solutions. Rubric graded.
- Skill Demonstrations
  - Example: Students will demonstrate both hand drawn and computer generated type forms in class projects. Rubric Graded

## Repeatable

No

## Methods of Instruction

- Activity
- Lecture/Discussion
- Distance Learning

Activity:

1. The students will use the content of the lecture to develop a type-based design solution and correctly label type attributes of the typeface.

Lecture:

1. The instructor will provide a lecture on Type Attributes, covering all aspects of type nomenclature and range of type elements and various type forms. Students are expected to actively participate in the lecture.

Distance Learning

1. Through Distance Learning, the instructor will present video tutorials demonstrating the typography and the use of page layout and software. Students will be provided with digital starter files and will then complete the starter files via the appropriate tools of the application. Students will upload the completed tutorial file to the LMS to receive points for the exercise and feedback on the accuracy of the work. Students will also complete a series of creative projects that reinforce the skill-building exercises, and enhance their conceptual problem solving skills as it relates to typography. These

creative projects will be uploaded to the LMS to receive points for each major project.

## Typical Out of Class Assignments

### Reading Assignments

1. Reading assignments from class textbook on historical typographical styles and applications in preparation for hands-on demonstration/tutorials by instructor in class and for examinations on course content and terms. 2. Develop design themes for book and magazine projects through library and magazine research focusing on content, and preparation of written objectives using the concepts and terminology for successful completion of the assignment.

### Writing, Problem Solving or Performance

Assignments and projects will emphasize design and production of projects related to the study of typography, including posters, type design, magazine, and book layouts. Areas of study include grid theory, creation of grid-based page documents, entering text and image onto pages, identifying basic attributes of typography; type families and the correct use of type in headlines and body copy in publication design, using font libraries and importing type onto the computer, image resolution and preparation for various print applications, and formatting of documents for printing. Sample Assignment Parts 1 & 2. Project Six: The History Project—Part 1, Research The history project requires you to research information on an era of type design. 1. Begin by reading Chapter of your text to select an era that you would like to study in greater detail. 2. Research: It is not necessary for you to write original content for this article, but you should use sound editing practices to develop a clear and concise history, blending information from several sources. Use the internet, library and other sources to find historical material and images. You must cite your sources for written information and images. 3. Content: The project has several required written and image components: - Opening Remarks: The only original writing required will be your opening remarks. Describe your interest in the era of type history that you have chosen, how you proceeded on your research and what you have discovered or learned through this process. Your comments should be well written. - The History: When assembling your content, use available material on the subject and edit to create a coherent, well written story. This content can include historical information, designers, typographers and other influences on this period, and any additional material that adds to our understanding of the era. - Images: Examples of posters, typefaces, and other images of your choice are required to illustrate the historical period.

### Other (Term projects, research papers, portfolios, etc.)

#### Required Materials

- Exploring Typography
  - Author: Tova Rabinowitz
  - Publisher: Cengage Learning
  - Publication Date: 2015
  - Text Edition: 2nd
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Typographic Design: Form and Communication

- Author: Rob Carter, Ben Day, Philip Meggs
- Publisher: Wiley Publishing
- Publication Date: 2014
- Text Edition: 6th
- Classic Textbook?: No
- OER Link:
- OER:
- An A-Z of Type Designers
  - Author: Ilene Strizver
  - Publisher: Wiley
  - Publication Date: 2013
  - Text Edition: 4th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- InDesign CC: Visual Quickstart Guide (2014)
  - Author: Sandee Cohen
  - Publisher: Peachpit Press
  - Publication Date: 2015
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:

**Other materials and-or supplies required of students that contribute to the cost of the course.**