

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: ART 180
Course Title: Typography

Year: 2019-2020
Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

Typography is a thorough study of type, its origins, and its practical and aesthetic functions within the context of effective visual communication. This course provides an examination of current trends and their effects on current design. Prerequisites: ART 109; MATH 090 and RDNG 116 if required by placement testing; prior completion or concurrent enrollment in ENGL 101. 3 Cr. (2 Lec., 2 Lab.) Spring semester.

Course Context/Audience

Typography is a required course for the Graphic Design/Computer Graphics program major.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: M2 Completed MATH 090 (if needed) - Course requires only the use of basic mathematical skills.

Reading: R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

Course Goals

Students will understand the language of typography.

Students will gain an understanding of the roles of content and form for creating effective typographical communication.

Course Objectives/Topics

Objective/Topic	% Course
Students will understand a history of typesetting systems and their effect on current trends.	5%
Students will understand the importance of using the design process to solve typographical problems.	10%
Students will understand the anatomy of typography. Topics include: type terminology, measurement, mark up, comping display/text type, and the classification of type.	25%
Students will develop the computer skills necessary to set type for their class projects.	10%
Students will create projects that demonstrate using type effectively. Topics include: visual hierarchy, word/image, legibility, and the "color" of type.	50%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<p>Students will experience this goal through the critique process. This course requires students to produce compositions using principles learned in class. Certain projects will require solving problems using the design process.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<p>Throughout this course students will realize the importance of good typographical design.</p>

Instructional Methods

Visual samples should be used to demonstrate course content. Demonstrations should be given of the software programs used to set type. Projects that require process (thumbnails/roughs/comps) should be critiqued by the group.

Methods of Assessment/Evaluation

Method	% Course Grade
Typographical design projects and preparation.	70%
Tests will be used to judge terminology and type measurement.	20%
Participation.	10%

Text(s)

Typographic Design: Form and Communication, Carter, Day, Meggs, Van Nostrand Reinhold, Latest Edition,

Bibliography

Twentieth Century Type Designers, Sebastian Carter, Norton & Co.

Great Type and Lettering Designs, David Brier, North Light Books.

The Type Directors Club, Watson-Guptill.

Type & Image: The language of graphic design, Meggs.

Typography now: the next wave, Poynor.

Typographic Milestones, Haley.

Other Learning Resources

Audiovisual
Not available at this time
Electronic
Not available at this time
Other
Not available at this time