

DMAD A115: TYPOGRAPHY

Item	Value
Curriculum Committee Approval Date	10/02/2024
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Formerly: Typography I. Typography offers a comprehensive introduction to the principles of typography, covering both its historical roots and modern applications in print and digital media. Students will explore the anatomy and classification of type, while learning the essential skills for designing with typography in both physical and digital formats. Through hands-on projects, students will use current graphic design software to create professional-quality assets such as posters, logotypes, and digital graphics. By the end of the course, students will have produced a variety of typographic pieces suitable for inclusion in a portfolio. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Apply typographic principles to create cohesive visual designs for both print and digital media.
2. Evaluate and revise typographic designs to meet professional standards in both aesthetic quality and typographic accuracy.
3. Create portfolio-ready pieces demonstrating the knowledge of type anatomy and applying typesetting practices to improve legibility and design precision.

Course Objectives

- 1. Produce portfolio-ready samples that demonstrate effective typographic hierarchy in both print and digital formats.
- 2. Recognize and apply key type families effectively across various design projects.
- 3. Create professional typographic samples that showcase technical and creative typographic skills.
- 4. Use industry-standard graphic design software to produce high-quality print and digital projects that meet professional requirements.
- 5. Analyze and discuss typographic design from a historical perspective, understanding its evolution and impact.
- 6. Understand and apply the basic principles of typography, including alignment, spacing, and readability.
- 7. Identify and describe the anatomy of letterforms, including key features such as baseline, x-height, and serifs.
- 8. Recognize and categorize typefaces based on their historical origins and classification.

Lecture Content

1. Introduction to Typography Definition and role of typography in design Overview of print and digital applications 2. Typography Terminology and Concepts Key terms: baseline, x-height, kerning, leading, tracking, etc. Understanding typographic anatomy (serifs, stems, ascenders, descenders, etc.) 3. Type Classification and Type Families Categories of typefaces: serif, sans-serif, script, display, decorative Historical and contemporary type classifications (e.g., Old Style, Transitional, Modern) Choosing appropriate typefaces for different contexts 4. Typographic Hierarchy and Composition Establishing hierarchy through size, weight, color, and spacing Alignment, contrast, and balance in typographic layouts Applying hierarchy in both print and digital designs 5. History of Typography Evolution of letterforms from early writing systems to digital fonts Key historical periods and type designers (e.g., Gutenberg, Garamond, Bodoni) Impact of historical developments on modern typography 6. Typography in Print Design Designing for print: considerations for resolution, file formats, and color profiles (CMYK) Typography in editorial design and publication layouts 7. Typography in Digital Design Designing for screens: considerations for web typography, mobile, and responsive design Web typography considerations: screen readability, font rendering, and accessibility 8. Grids and Layout Systems Using grids to organize typographic elements in both print and digital contexts Understanding responsive grid systems for web and mobile 9. The Expressive Power of Typography Type as a visual element: using type to convey mood, tone, and personality Experimental typography and typographic art Using typography in branding and identity design 10. Typography Software Tools Industry-standard software (Adobe InDesign, Illustrator, Figma, etc.) Typographic tools and features in design software File management for print and digital outputs (exporting, resolution, formats) 11. Typographic Proofing and Refinement Identifying and correcting common typographic errors Best practices for ensuring typographic precision and professionalism

Lab Content

Create typographic projects with professional standards. Apply software skills to complete typographic assignments. Design layouts using grids and typographic hierarchy. Develop responsive typography for web and mobile designs. Experiment with expressive typography in creative projects. Produce print-ready designs, ensuring correct file setup. Conduct peer reviews and implement revisions. Proof typographic work for errors and refine. Design a logotype incorporating historical influences. Audit digital projects for typographic accessibility. Compile selected typographic projects into a portfolio. Critique typographic designs and provide constructive feedback.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

Video presentations, slide presentations, software demos, field trips, student critiques, guest lectures, online resources

Reading Assignments

Students will have 1-2 hours per week of Readings from required text.
Reading from Assigned online resources.

Writing Assignments

Students will have 1-2 hours per week of Self-Reflections Analysis of Elements and Principles of Design Written Reports of Attended Events and/or Materials Read

Out-of-class Assignments

Students will spend 1-2 hours per week on: Design projects using appropriate software. Attend on campus student art shows. Sketching and conceptualizing drawing.

Demonstration of Critical Thinking

Exams on assigned reading, exams on typographic workbook, skill demonstrations, problem solving exercises, written assignments, attendance

Required Writing, Problem Solving, Skills Demonstration

Written reports, critiques of work seen outside of class, group critiques of student work

Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Selected handout materials to be provided and distributed by the instructor.