

DMD C117: TYPOGRAPHY

Item	Value
Curriculum Committee Approval Date	11/15/2024
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	54 Total Hours (Lecture 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), • Pass/No Pass (B)

Course Description

In this Typography course, students will explore the foundational principles of typographic design, focusing on the anatomy of type, font classification, and readability. Through hands-on projects, they will create expressive and functional typographic layouts that communicate meaning, mood, and message for both digital and print media. Students will also develop an understanding of hierarchy, grid systems, and branding as they relate to typography and will produce a portfolio showcasing typographic work. Recommended for Digital Media, Illustration and Graphic Design majors. Enrollment Limitation: ART C184; students who complete DMD C117 may not enroll in or receive credit for ART C184. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Evaluate typographic elements and apply design principles to create effective visual communication.
2. Design and produce typographic layouts that enhance readability, hierarchy, and audience engagement across digital and print media.
3. Analyze and select appropriate typefaces to convey intended meaning, mood, and message for professional portfolio projects.

Course Objectives

- 1. Identify the core components of typographic anatomy, including type size, weight, and leading.
- 2. Compare and classify typefaces based on their categories such as serif, sans-serif, and decorative styles.
- 3. Analyze the impact of typographic choices on readability and communication.
- 4. Apply grid systems to organize content and establish visual hierarchy in typographic layouts.
- 5. Use Adobe Fonts and other font management tools to access and implement typeface options.
- 6. Create expressive typography projects by incorporating type as an image to convey emotions and ideas.
- 7. Analyze brand identities through the use of typography in logo design and marketing materials.
- 8. Critique and refine typographic designs through peer review and feedback.

- 9. Assemble a portfolio that showcases typographic design work and creative process.

Lecture Content

Introduction to Typography Typefaces and Font Selection Expressive Typography Legibility and Readability Grid Systems and Hierarchy Design and Working with Grids Typography for Logos Portfolio Development and Peer Review

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include, but are not limited to, lecture, discussion, projects, and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and virtual field trips.

Reading Assignments

Students will complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from Coastline's Library.

Writing Assignments

Written reflections on typographic choices, analyzing how typeface, spacing, and hierarchy impact readability and design effectiveness. Weekly topic responses, and critiques.

Out-of-class Assignments

Weekly projects demonstrating skills acquired and development of a self-designed project.

Demonstration of Critical Thinking

Demonstrate critical thinking by evaluating and selecting appropriate typefaces, layout structures, and design principles to effectively communicate a message, considering audience, purpose, and visual impact. Planning, revising and critiquing projects given specific criteria.

Required Writing, Problem Solving, Skills Demonstration

Written reflections on typographic choices, analyzing typeface, spacing, and hierarchy impact readability and design effectiveness. Through problem-solving tasks such as creating grid-based layouts and expressive typography projects, demonstrate skills in applying typographic principles to real-world digital and print design challenges. Written critiques of student and public works.

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.

Textbooks Resources

1. Required Strizver, I. Type Rules! Designer's Guide Typography, 4th ed. 9781118454053: Wiley, 2014 Rationale: . Legacy Textbook Transfer Data: Legacy text
2. Required Williams, R. Non-Designer's Design Type, 8th ed. 9780321534057: Pearson, 2014 Rationale: . Legacy Textbook Transfer Data: Legacy text

Other Resources

1. Coastline Library
2. Course uses Online resources, Open Educational Resources (OER), and Zero Textbook Cost (ZTC) Resources.