

Common Course Outline

CGVC 108

Designing with Type

3 Semester Hours

The Community College of Baltimore County

Description

Designing with Type

Explores concepts involved in producing successful typographic design; topics include history, 20th century typographers, anatomy, classification, measurement systems, legibility and readability, typographic meaning, grid systems, typographic hierarchy, spacing and alignment, type specification and proofreading, and typography as it functions in the various media.

3 credits; 3 lecture hours per week.

Prerequisite: CGVC 101 and CGVC 102 or permission of program coordinator

Overall Course Objectives

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

1. Identify key events and personages in the history of typeface design and typographic technology;
2. Categorize typefaces according to generic groups;
3. Define and use terminology relating to type anatomy, classifications, and measurement systems;
4. Identify the basic repeating units found in any typeface as the foundation of type design;
5. Explain the difference between legibility and readability and the need for each;
6. Demonstrate an understanding of the meaning conveyed by typefaces through their design, form, and context;
7. Use typography to establish a visual hierarchy;
8. Use typography to direct eye movement through the page;
9. Explore the use of grid systems to organize multi-column layouts;
10. Demonstrate an understanding of type as a design element, including the concepts of form and counterform, color, texture, and contrast;
11. Employ techniques to make type move forward and backward from the surface of the printed page;
12. Adjust spacing and alignment to contribute to the unity of a design;
13. Employ techniques of type specification and proofreading;
14. Demonstrate an understanding of the differences involved in designing with type for print and for digital display.

Major Topics

- A. Historic background
 1. Evolution of typeface design
 2. Typographic technology
- B. Descriptive terminology
 1. Anatomy, including basic repeating units
 2. Classification systems, including generic groups
 3. Measurement systems
- C. Type as a design element
 1. Form and counterform

2. Type as color
3. Type as texture
4. Type as space
- D. Typographic contrast
 1. Display type
 2. Text type
- E. Communication essentials
 1. Legibility
 2. Readability
- F. Type message
 1. Typeface design and form
 2. Content format
 3. Connoted meanings
- G. Type adjustment
 1. Spacing, including kerning and tracking
 2. Leading
 3. Alignment
- H. Copy preparation
 1. Type specification
 2. Proofreading
- I. Typographic hierarchy
 1. Path eye movement
 2. Visual sequencing
 3. The grid
- J. Typography as used in various media
 1. Print
 2. Screen

Course Requirements

1. Complete all assignments in a manner that is clean, neat, well presented, and tasteful.
2. Come to class on time and hand in all projects when they are due. Any work handed in late will receive a lower grade, unless an extenuating circumstance is allowed by the instructor.
3. Take responsibility for finding out about missed assignments. Take a classmate's phone number down. Follow the syllabus and handouts.
4. Read all textbook assignments and handouts in the week they are assigned.
5. Revise any assignment as required. Revision is a necessary part of the learning process for this course. When revisions are required, they will be part of the grade for the assignment.
6. Bring supplies and equipment to class each session and work in class on their projects.
7. Keep copies of your work. Since there is no guarantee for the safe travel of an assignment and no way to determine the fate of a missing one, the burden is on the student to keep a backup copy on removable media.
8. Maintain a digital folder of all projects, to be collected by the instructor for assessing the final grade.
9. Abide by the Code of Conduct set forth in the college catalog (College Regulations, Section Four).

Other Course Information

CGVC 108 is a required program core course for the Computer Graphics and Visual Communication degree options and certificates.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in growth in knowledge, attitudes, and skills necessary to function successfully as a transfer student, in a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending classes, completing all homework and other assignments, participating in class activities and preparing for tests.

We take seriously our responsibility to maintain high-quality programs and will periodically ask you to participate in assessment activities to determine whether our students are attaining the knowledge, attitudes and skills appropriate to various courses and programs. The assessment activities may take many different forms such as surveys, standardized or faculty-developed tests, discussion groups or portfolio evaluations. We ask that you take these activities seriously so that we can obtain valid data to use for the continuous improvement of CCBC's courses and programs.

06/01/00