

**Common Course Outline**  
**CGVC 236**  
**Typography and Publication Composition**  
**3 Semester Hours**

**The Community College of Baltimore County**

**Description**

**Typography and Publication Composition**

Discusses sensitive and appropriate use of typography in graphic design and publication; reveals classical as well as contemporary type styles and their applications in various publication formats with emphasis on quality, creativity and modern digital production techniques, including text mark-up languages.

3 credits; 2 lecture hours per week, 2 lab hours per week.

Prerequisite: CGVC 108 and CGVC 123 or permission of instructor. This course may not be offered in all semesters, see registration schedule

**Overall Course Objectives**

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

1. Understand different typography and typesetting production work flow methods.
2. Determine design, layout, typography, typesetting and imaging production planning and control procedures.
3. Utilize design, layout, typography, typesetting and imaging production economics.
4. Determine design considerations for various printing and imaging jobs with given resources.
5. Create thumbnail and roughs for layout in copy specifications.
6. Mark-up and/or key art and copy text for printing and imaging production.
7. Prepare digital art, illustration, and photographs for positioning in image assembly programs.
8. Code text copy in Hot Type Mark-up, (HTM) and/or Hyper Text Mark-up Language, (HTML) for pouring into an image assembly program.
9. Open Image Assembly programs, enter page make-up dimensions and define styles or document type descriptions (DTD).
10. Perform quality control by proofing through laser printing and revising.
11. Place text into appropriate position by linking and reading tags and pouring.

**Major Topics**

Week 1

- A. Syllabus review of course requirements to include: objectives, attendance policy, grading policy, projects, tests, etc.
- B. Introductions: Instructor and students
- C. Lecture: Safety rules and regulations
- D. Lecture: Motivational talk

Week 2

- A. Lecture: History of Typography
- B. Demonstrations: various lab equipment/materials as needed
- C. Hands On: Students work on project.

Week 3

- A. Lecture: Design and Layout including thumbnails & roughs
- B. Demonstrations: various lab equipment/materials as needed
- C. Hands On: Students work on project

Week 4

- A. Lecture: Typography & Typesetting
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 5

- A. Lecture: Mark-up art and copy prep
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 6

- A. Lecture: Converting, tagging, capturing text, and saving procedures
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 7

- A. Lecture: Scanning graphics, cropping and saving procedures
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 8

- A. Lecture: Hot type mark-up, copy keying, tagging & defining styles
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 9

- A. Lecture: Hyper Text Mark-up Language, copy keying, tagging & defining styles
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 10

- A. Lecture: Open Image Assembly programs, enter page make-up dimensions and define styles or document type descriptions
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 11

- A. Lecture: Using master pages guides, lines, running heads and folio techniques, etc.
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 12

- A. Lecture: Linking and placing or pouring text and graphics into appropriate position
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 13

- A. Lecture: Check document for correct position and typographical specifications.
- B. Mini Lecture: various lab equipment as needed
- C. Demonstrations: software/lab equipment as required
- D. Hands On: Students work on project

Week 14

- A. Lecture: Perform quality control and learn proofreading techniques through laser printing and revising in word processor and image programs through linked connections.
- B. Demonstrations: various lab equipment as needed
- C. Hands On: Students work on project

Week 15

- A. Exam or critique of final project

## **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 their 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 236 is a required course for the Computer Graphics and Visual Communication Publication Design degree and certificate options.

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.