

Common Course Outline

ARTD 142

Typography

3 Semester Hours

The Community College of Baltimore County

Description

ARTD 142 — 3 Credits — Typography explores the art, craft, technical procedures, and concepts involved in producing successful typographic design, which is a fundamental component of visual communications. Topics include history, 20th century typographers, changes in printing technologies, anatomy, classification, measurement systems, legibility and readability, typographic meaning, grid systems, typographic hierarchy, type as a design element, spacing and alignment, type specification, and typography as it functions in the various media. Students work with a variety of software applications as they develop their understanding of letterform design and type organization.

3 credits; 2 lecture hours; 3 laboratory hours per week.

Prerequisites: ARTD 116 and ARTD 140 or permission of program coordinator.

Overall Course Objectives

1. Upon successful completion of the course the student will be able to:
2. identify key events and personages in the history of typeface design and typographic technology;
3. categorize typefaces according to generic groups;
4. define and use terminology relating to type anatomy, classifications, and measurement systems;
5. identify the basic repeating units found in any typeface as the foundation of type design;
6. explain the difference between legibility and readability and the need for each;
7. demonstrate an understanding of the meaning conveyed by typefaces through their design, form, and context;
8. use typography to establish a visual hierarchy;
9. use typography to direct eye movement through the page;
10. explore the use of grid systems to organize multi-column layouts;
11. demonstrate an understanding of type as a design element, including the concepts of form and counterform, color, texture, contrast and movement;
12. employ techniques to make type move forward and backward from the surface of the printed page;
13. adjust spacing and alignment to contribute to the unity of a design;
14. employ techniques of type specification; and
15. demonstrate an understanding of the differences involved in designing with type for print and for digital display.

Major Topics

- I. Historic background including evolution of typeface design and typographic technology
- II. Descriptive terminology including anatomy, classification and measurement systems
- III. Type as a design element including, form, counterform, color, texture, space and movement
- IV. Typographic contrast between display and text type
- V. Communication essentials: readability and legibility
- VI. Type message: design, form, format and connoted meanings
- VII. Type adjustment: spacing, including kerning and tracking, leading and alignment
- VIII. Copy preparation: type specification and proofreading
- IX. Typographic hierarchy, path eye movement, visual sequencing and the grid
- X. Typography as used in various media, print as well as screen

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- Two semester exams and a final written exam.
- A portfolio of 6 required projects based on course lectures and assignments.
- A type samples notebook that includes written reactions to the collected samples

Other Course Information

This course is taught in a computerized environment.

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

Revised: 02/13