

Prepared by the Department of Arts and Communication
Date of Departmental Approval: February 20, 2015
Date Approved by Curriculum and Programs: April 6, 2015

Effective: Fall 2015

1. **Course Number:** ART218
Course Title: Typography
2. **Description:** This course is designed to introduce students to the basics of typography. Students demonstrate how to utilize type to solve visual problems in graphic design and visual communication. Students are taught typographic structures and terminology for visual problem solving. This course uses both computer and hands- on methods to address the language of type and its effective usage. By studying the language of type through its history and by its application, students gain strong working knowledge of this essential element in graphic design.
3. **Student Learning Outcomes** (instructional objectives, intellectual skills):
Upon successful completion of this course, students are able to do the following.
 - Select and apply appropriate typography in design.
 - Utilize the tools available in the production of effective typography, using paper and digital media.
 - Introduce the language of type, its practical usage and historical context.
 - Critically evaluate typography.
 - Develop skills in craftsmanship, professionalism, and composition.
 - Explore the expressive possibilities in each individual's approach to typography.
 - Understand typography and typographic organizations of space.
 - Understand industry's terms and standards of typography.
 - Research how typography can develop new ways of communicating, thinking, and problem solving.
 - Explore art in the Higgins Art Gallery and document critical analysis.
 - Develop methods of personal reflection through self-evaluation, portfolio review, and peer critique.
 - Demonstrate discipline, repeated practice, experimentation, and risk taking when creating art work.
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite:** ART170 (Introduction to Computer Graphics)
7. **Semester Offered:** Spring
8. **Suggested General Guidelines for Evaluation:** Grading and evaluation may be based on attendance in class presentation, demonstrations and assignments and individual and group critique. Students present design work and develop portfolio for final review.
9. **General Topical Outline** (Optional):