

DES M133: TYPOGRAPHY I

Originator

skasalovic

Co-Contributor(s)
Name(s)

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College

Moorpark College

Discipline (CB01A)

DES - Design

Course Number (CB01B)

M133

Course Title (CB02)

Typography I

Banner/Short Title

Typography I

Credit Type

Credit

Start Term

Fall 2022

Formerly

GR M34 - Typography I

Catalog Course Description

Introduces the fundamentals of typography, letterforms, typographic terminology, and methods. Explores type families, grid construction, typographic hierarchies, organizations, and selecting and combining type. Surveys the histories of some important typefaces and the conventions and best practices that govern how type is organized, composed, and set; and explores the expressive potential of typography.

Taxonomy of Programs (TOP) Code (CB03)

1030.00 - *Graphic Art and Design

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

35

Maximum Contact/In-Class Lecture Hours

35

Activity

Laboratory

Minimum Contact/In-Class Laboratory Hours

52.5

Maximum Contact/In-Class Laboratory Hours

52.5

Total in-Class**Total in-Class****Total Minimum Contact/In-Class Hours**

87.5

Total Maximum Contact/In-Class Hours

87.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

Maximum Outside-of-Class Hours

70

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

DES M120 (formerly GR M23) or DES M121 (formerly MM M10)

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

Basic knowledge of computer operating systems, saving files, image file types, and computer graphics software.

Requisite Description

Other (specify)

Specify Other Requisite Description

This course uses computers and computer graphics software so this basic knowledge in using computers and computer graphics software is recommended.

Level of Scrutiny/Justification

Other (specify)

Specify Other Level of Scrutiny/Justification

This knowledge will help with students' success in the course and quicker comprehension of course material.

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | demonstrate competency in understanding the anatomy of type. |
| 2 | demonstrate the principles of typographic design for legibility. |
| 3 | design, produce, and present original typographic design project. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | identify and analyze the evolution of letterforms and historical classification of typefaces. |
| 2 | identify and analyze the anatomy of typography including the typographic font, measurement and vocabulary. |
| 3 | explore a range of typesetting techniques to apply the principles of typographic design for readability and legibility. |
| 4 | explore a range of experimental typesetting techniques to convey typographic message and expression. |
| 5 | demonstrate your skills in typographic practice using text typography in a functional manner. |
| 6 | demonstrate your skills in typographic practice using display typography in both an expressive manner. |
| 7 | critique own and other students' solutions to specific typographic projects. |

Course Content**Lecture/Course Content****(5%) 1. Elements and Principles of Design as They Apply to Typographic Design**

- Visual Hierarchy
- Modular Grid
- White Space

(10%) 2. The Lexicon of Letters

- The Anatomy of Letters
- Type Measurements
- Typographic Ligatures
- Type as Form
- Typographic Identity/Logo

(10%) 3. Choosing Type

- Typefaces
- Fonts
- Type Families
- Typeface Categories

(10%) 4. Introduction to the History of Typography

- Old Style
- Transitional
- Modern
- Contemporary

(10%) 5. Readability and Legibility**(10%) 6. Typographic Space**

- Line
- Column
- Margin
- Grid

(5%) 7. Typographic Hierarchy**(5%) 8. Type and Form****(5%) 9. Type and Image****(10%) 10. Designing with Text Type**

- Letterspacing
- Linespacing
- Line Lengths
- Paragraphs
- Creating Emphasis
- Alignment

- (5%) 11. Denotation in Type
- (5%) 12. Connotation in Type
- (5%) 13. Typesetting with Expression
- (5%) 14. Typography in Time and Motion

Laboratory or Activity Content

- (50%) 1. Gain hands-on experience by producing typographic design projects based on lectures and reading.
- (35%) 2. Practice production techniques based on professional standards.
- (15%) 3. Conduct project critiques based on the standard rubric.

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Graphic/architectural designs
Individual projects
Laboratory activities
Oral presentations
Portfolios
Quizzes
Skills demonstrations
Classroom Discussion
Projects
Participation

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Case studies
Class activities
Class discussions
Demonstrations
Distance Education
Group discussions
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Lecture
Web-based presentations

Describe specific examples of the methods the instructor will use:

- Computer-aided presentation and lecture about formatting paragraphs.
- Case study and class discussion about historical and contemporary examples of the typographic page layout.
- Demonstration on typesetting text in Illustrator
- Practice creating type and image integration variations.

Representative Course Assignments

Writing Assignments

1. Blog the observations on typography or post comments on typography blogs such as:
 - <http://www.typotheque.com>
 - <http://typophile.com/typowiki>
 - <http://ilovetypography.com>
 - <http://www.thingsihavelearnedinmylife.com>
2. Compose a written critique of peers' projects with a focus on the effectiveness of functional and expressive typography.
3. Write and typeset a 1-3 paragraph essay to be included in the booklet project.

Critical Thinking Assignments

1. Compare and contrast the distinguishing characteristics of the four main type categories.
2. Analyze the effectiveness of personal and peers' work in the context of message-making and expressive value and provide suggestions for refinement.
3. Compare and contrast work by a historical or contemporary typographic designer with their own designs.
4. Follow up on a critique to create a stronger piece.

Reading Assignments

1. Read Ellen Lupton (2010) *Thinking with Type* in preparation for class discussions about the principles of typographic design.
2. Read selected online resources, such as Matthew Butterick's *Practical Typography* as an in-depth preparation for solving specific typographic problems.

Skills Demonstrations

1. Create typographic layouts in Adobe Illustrator and Adobe In-Design based on the specified number of rows, columns, and typographic hierarchy.
2. Activate, browse, and use Adobe fonts in desktop applications or on the web.
3. Create spatial, expressive, and motion typography by combining work from Adobe Illustrator, Photoshop, Animate, and Cinema 4D.

Outside Assignments**Representative Outside Assignments**

1. Research and create a presentation on a typographer who broke the rules of typography.
2. Explore your environment with a camera searching for examples of spatial typography.
3. Produce one new design project toward a portfolio every month for critique.

Articulation**Equivalent Courses at 4 year institutions**

University	Course ID	Course Title	Units
CSU Long Beach	ART 223	Introduction to Typography	3
Cal Poly Pomona	VCD 2301A	Typography	3
CSUN	ART 243	Introduction to Typography	3
Cal Poly San Luis Obispo	ART 238	Typography I	4

Comparable Courses within the VCCCD

ART V71 - Graphic Design: Typography

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F1998

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****UC TCA**UC TCA
Approved**IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

DescriptionBringhurst, Robert. *The Elements of Typographic Style*. 4th ed., Hartley and Marks, 2013.**Resource Type**

Textbook

DescriptionCraig, James, and Irene Korol Scala. *Designing with Type: The Essential Guide to Typography*. 5th ed., Watson-Guptill, 2006.**Resource Type**

Textbook

DescriptionLupton, Ellen. *Thinking with Type; A Critical Guide for Designers, Writers, Editors, and Students*. 2nd ed., Princeton Architectural, 2010.**Resource Type**

Textbook

Description

Carter, Rob, et al. *Typographic Design: Form and Communication*. 7th ed., Wiley, 2018.

Library Resources**Assignments requiring library resources**

Research using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Utilize library resources to research and create a presentation on postmodern typography.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (1%–50% online)
Hybrid (51%–99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations**Hybrid (1%–50% online) Modality**

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

GRAPHIC ARTS

Additional Minimum Qualifications**Minimum Qualifications**

Multimedia

Review and Approval Dates**Department Chair**

05/05/2021

Dean

05/07/2021

Technical Review

09/16/2021

Curriculum Committee

10/19/2021

DTRW-I

10/28/2021

Curriculum Committee

MM/DD/YYYY

Board

12/14/2021

CCCCO

MM/DD/YYYY

DOE/accreditation approval date

MM/DD/YYYY