

DES M134: TYPOGRAPHY II

Originator

skasalovic

Co-Contributor(s)
Name(s)

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College

Moorpark College

Discipline (CB01A)

DES - Design

Course Number (CB01B)

M134

Course Title (CB02)

Typography II

Banner/Short Title

Typography II

Credit Type

Credit

Start Term

Spring 2022

Formerly

GR M25 - Typography II

Catalog Course Description

Further and refines the basic typographic skills using scale, hierarchy, composition, and type choice in creating a variety of forms, including publications, posters, screen-based media, and environments. Emphasizes the clarity and legibility of the message; sequential page design and detailing; integration of type and image; hierarchies and scale relationships; display typography; typographic word-marks as identities.

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)

B (Transferable to CSU only)

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

Prerequisites

DES M133 (formerly GR M34) or suitable portfolio

Entrance Skills**Entrance Skills**

DES M133 (formerly GR M34)

Prerequisite Course Objectives

DES M133-identify and analyze the evolution of letterforms and historical classification of typefaces.

DES M133-identify and analyze the anatomy of typography including the typographic font, measurement and vocabulary.

DES M133-explore a range of typesetting techniques to apply the principles of typographic design for readability and legibility.

DES M133-explore a range of experimental typesetting techniques to convey typographic message and expression.

DES M133-demonstrate your skills in typographic practice using text typography in a functional manner.

DES M133-demonstrate your skills in typographic practice using display typography in both an expressive manner.

DES M133-critique own and other students' solutions to specific typographic projects.

Requisite Justification**Requisite Type**

Prerequisite

Requisite

DES M134 (formerly GR M25) builds upon the skills gained in the DES M133 (formerly GR M34) course.

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Part of a sequence of courses in a certificate of completion or a certificate of competency (noncredit only)

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|--|
| 1 | develop the concept, content, visual storytelling, sequence, structure and organization of a multi-page document for print and screen. |
| 2 | demonstrate typographic problem solving using the grid system and visual hierarchy. |
| 3 | demonstrate proficiency in the use of digital and traditional tools and techniques for design and production of type-based solutions for print and screen. |

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

- | | |
|---|--|
| 1 | explore typography as it gives tangible form to language. |
| 2 | demonstrate the relationship of writing, grammar, and style to typographic design and organizational/visual systems. |
| 3 | apply design and typographic principles such as visual hierarchy, sequencing, legibility, alignment, and color to create work that communicates successfully. |
| 4 | apply historical and contemporary typographic conventions as they relate to creating print and screen based multi-page documents, display typography and typographic word-marks as identities. |
| 5 | explore and apply two and three dimensional typographic systems (grids, primary and secondary divisions of space and overall proportional relationships). |
| 6 | communicate complex information that is primarily of typographic nature. |
| 7 | demonstrate a professional level of competency in normative and expressive typography. |

Course Content**Lecture/Course Content****(25%) 1. Principles and Potential of Typography**

- Changing technologies and practices
- Typography: art and craft
- Type as technology
- Type as visual/type as information
- Biological and psychological dimensions of type
- Systems of organization
- Type as culture and symbol
- Denotation and connotation
- Typefaces
- Setting Type
- Type on screen
- Type in motion

(35%) 2. Editorial Design**Concept and Content in Editorial Design**

- Brief history of twentieth-century editorial design
- Systematic nature of publications
- Organizing sections and sequence

Structure and Organization in Editorial Design

- Grid Systems
- Visual relationships between type and images
- Typographic Hierarchy
- Elements and principles of design and composition
- Sequencing and pacing

(15%) 3. Typographic Word-marks as Identities

(15%) 4. Environmental Typography

(10%) 5. Type in Motion

Laboratory or Activity Content

- (30%) 1. Typesetting multi-page text.
- (25%) 2. Exercises focusing on tools and techniques.
- (15%) 3. Creating typographic environments.
- (15%) 4. Creating type-based visual identities.
- (15%) 5. Project critiques based on 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
Objective exams
Portfolios
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
Collaborative group work
Demonstrations
Distance Education
Group discussions
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Lecture
Practica
Small group activities

Describe specific examples of the methods the instructor will use:

- Computer-aided presentation and lecture about type pairing
- Case study and class discussion about the historical and contemporary use of grid and hierarchy in typographic design
- Demonstration on sequencing and flow in editorial design

Representative Course Assignments

Writing Assignments

- Compose a written proposal for the concept and content of an original publication.
- Compose a written critique of peers' projects with a focus on the effectiveness of the typographic connotation and denotation.

Critical Thinking Assignments

- Analyze own and classmates' work in the context of message-making and expressive value.
- Compare and contrast student's editorial design with historical and contemporary examples.

Reading Assignments

- Read Wolfgang Weingart (2014) *Typography: My Way to Typography* in preparation for class discussions about what makes Basle School of Typography internationally influential.
- Read selected magazine articles, such as the *Typotheque*. *Brief History of Webfonts* by Peter Bilak.

Skills Demonstrations

- Create type in 3D with Cinema 4D.
- Create a column-grid based layout and typeset a magazine article.
- Create a typographic word-mark that reflects the brand attributes.

Outside Assignments

Representative Outside Assignments

- Research the history of editorial design and write a case study paper about the magazine of your choice.
- Explore the environment with camera in search for environmental typography and and prepare the presentation of your findings.

Articulation

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Pasadena City College	DMA 022B	Typography II	3
City College of San Francisco	VMD 131	Typography II	3
East Los Angeles College	ART 601	Typography II	3
Fullerton College	ART 241F	Typography II	3

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:

F2022

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:****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

DescriptionSamara, Timothy. *Making and Breaking the Grid: A Graphic Design Layout Workshop*. 2nd ed., Rockport Publishers, 2017.**Resource Type**

Textbook

DescriptionZappaterra, Yolanda. *Art Direction and Editorial Design*. Abrams, 2008.**Resource Type**

Textbook

DescriptionLupton, Ellen. *Indie Publishing: How to Design and Produce Your Own Book*. Princeton Architectural, 2008.**Resource Type**

Textbook

Classic Textbook

Yes

DescriptionHunt, Richard. *Advanced Typography: From Knowledge to Mastery*. Bloomsbury Visual Arts, 2020.

Resource Type

Textbook

Classic Textbook

No

Description

Gonzales Crisp, Denise. *Typography (Graphic Design in Context)*. Thames & Hudson, 2012.

Resource Type

Textbook

Classic Textbook

No

Description

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

Library Resources

Assignments requiring library resources

Research publication and editorial design 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 Ian Tschichold's contribution to contemporary 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

05/10/2021

Dean

05/10/2021

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