

**PALOMAR COLLEGE  
COURSE OUTLINE OF RECORD FOR  
DEGREE CREDIT COURSE**

\_\_\_\_\_ Transfer course     A.A. degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** Art 113 – Letterform Design

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 96

**BASIC SKILLS REQUIREMENTS:** Appropriate language skills.

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** None

**COREQUISITE:** None

**RECOMMENDED PREPARATION:** None

**SCOPE OF COURSE:**

Use of lettering in the production of printing and print advertising. Historical roots, letterstyles, and nomenclature will be studied. Applications to indication techniques, logo design, the printed page, and architectural signage.

**SPECIFIC COURSE OBJECTIVES:**

Upon completion of course student will:

1. Analyze historical hand generated letter forms;
2. Compare and contrast plane geometry employed in the construction of letters;
3. Identify differences in serified and san serified letters;
4. Interpret assigned quotations that result in appropriate letter, word and line spacing;
5. Solve problems in the use of letter forms in contemporary graphics of publishing, packaging, and advertising.

**CONTENT IN TERMS OF  
SPECIFIC BODY OF KNOWLEDGE:**

Analysis of the origins of hand generated letters and the tools used prior to high technology.

Utilization plane geometry while generating letter forms by hand for class assignments.

Employment serified letter styles and san serified styles in design projects for advertising and editorial graphics.

Discernment of subtle differences that letter, word and line spacing variations impact aesthetic quality of letter graphics.

Research in the adaptability of letter forms through artistic interpretations.

**REQUIRED READING:** None

**SUGGESTED READING:**

Gray, Bill. Lettering Tips. New York: Van Nostrand, 1991.

Gates, David. Lettering for Reproduction. New York: Watson-Guptill, 1992.

**REQUIRED WRITING:**

The equivalent of one page typed analysis of letter usage in contemporary graphics.

**OUTSIDE ASSIGNMENTS:**

A minimum of three hours per week of outside work on projects will be required involving assigned letter forms and acquisition of printed examples from contemporary periodicals.

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.**

**INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

**This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply.**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

Each instructor evaluates on the basis of individual projects, a portfolio of selected works from the semester, or a final project, for grading and evaluation. Participation and personal growth are also factors. Projects - 50%, creative progress in course - 20%, participation - 10%, final project - 15%, assigned writing - 5%.

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 2

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

**CONTACT PERSON: Steve Miller, Extension 2309**

**SIGNATURES:**

SIGNATURES ON FILE
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