

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

 X Transfer course X A.A. degree applicable course

COURSE NUMBER AND TITLE: ART 242 - Typography Design

UNIT VALUE: 3.0

MINIMUM NUMBER OF SEMESTER HOURS: 96

BASIC SKILLS REQUIREMENTS: Appropriate language and computational skills.

ENTRANCE REQUIREMENTS:

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: ART 240

SCOPE OF COURSE:

Introduction to the contemporary technology of typography as it relates to layout and design. Provides a critical analysis of its technical processes through assignments that define its symbolic and communicative aspects.

SPECIFIC COURSE OBJECTIVES:

The student will:

1. Analyze the historic evolution of typography.
2. Identify generally recognized categories of typography.
3. Write typographic specifications.
4. Synthesize typographic solutions for specific needs.
5. Identify and resolve typographic problems.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Evolution of typography

- A. Origins and development of writing
 - 1. Sumerian clay documents (cuneiform)
 - 2. Egyptian papyrus and hieroglyphs

- B. Early letterforms
 - 1. Greek letterforms
 - 2. Roman letterforms
 - 3. Illuminated manuscripts
 - 4. Development of Charlemagne's uniform writing style

- C. Renaissance developments
 - 1. Movable type (Gutenberg)
 - 2. Woodblock type
 - 3. Type design

- D. Gutenberg to the 19th century
 - 1. Jenson
 - 2. Caxton - first book in English
 - 3. Aldus Manutius
 - 4. Garamond

- E. 19th century
 - 1. Slab-serif developed
 - 2. Sans serif developed
 - 3. Woodtype posters and handbills
 - 4. Ornamental Victorian type
 - 5. Linotype invented

- F. Early 20th century to present
 - 1. Dada's influence
 - 2. Russian Constructivist influence
 - 3. Jan Tschichold
 - 4. Rise of graphic design and advertising
 - 5. Development of digital typography

II. Categorization of letterforms

- A. Old style
- B. Italic
- C. Transitional
- D. Modern

E. Egyptian

F. Sans serif

G. Display

III. Typographic specifications

A. Point/Pica system

1. Size

2. Leading

B. Columns and rows

C. Case specifications

D. Kerning and tracking

E. Copyfitting

F. Alignment

IV. Typographic syntax

A. The letter

B. The word

C. The line

D. Column and margin

E. Visual hierarchy

F. The typographic grid

V. Application of typography

A. Identify systems

B. Magazine layout

C. Food products

D. Logotype design

E. Film titles

REQUIRED READING:

Spiekermann, Erik and E. M. Ginger. Stop Stealing Sheep. Carmel, IN: Adobe, 1993.

Heller, Steven and Pomeroy, Karen. Design Literacy, Understanding Graphic Design, New York: Allworth Press, 1997.

SUGGESTED READING:

Bringhurst, Robert. Elements of Typographic Style. Vancouver, BC: Hartley & Marks, 1992.

Carter, Rob, Day and Ben and Philip Meggs. Typographic Design: Form and Communication. New York: Van Nostrand Reinhold, 1993.

REQUIRED WRITING:

The student will write a 250-300 word report describing the work of a historical typographer.

OUTSIDE ASSIGNMENTS:

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 for determining whether the stated objectives have been met by students):

Evaluation is based on individual projects and a final project. Participation and personal growth are also factors.

- Projects - 50%
- Creative progress in course - 20%

- Participation - 10%
- Final project - 20%.

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

YES X NO ____ Number of times course may be taken for credit 3.

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

58161(C) (1), (2)(A), (3)

CONTACT PERSON: Jay Schultz, extension 2305

SIGNATURE ON FILE
