

III. Statement of Course Need

- A.** Typography is an essential aspect of the visual design field. This course develops the technical and compositional skills required for any visual design professional. Typography is a requirement for any four-year visual design degree program.
- B.** This course has a lab component because it is a studio art course and requires students to use special facilities such as a computer lab, studio areas, and to use artistic materials under the guidance of the instructor or lab technician.
- C.** This course generally transfers as a required studio art course in visual design and visual communications program requirements.

IV. Place of Course in College Curriculum

- A.** Free Elective
- B.** This course serves as a core program requirement in the A.F.A. Visual Communications degree.
- C.** This course serves as an advanced studio elective in the A.F.A. Visual Art degree.
- D.** To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. History of Typography**
 - 1. Origins of the alphabet
 - a. pictographs
 - b. ideographs
 - c. Phoenician alphabet
 - d. Greek alphabet
 - e. Roman alphabet
 - 2. Illuminated manuscripts and early book design
 - 3. Invention of movable type: China, later Europe
 - 4. Renaissance and Humanist type: 15th century
 - 5. Enlightenment and Abstraction: 17th and 18th centuries
 - 6. Industrial Revolution: Monster Fonts / Slab Serifs
 - 7. Modernist type: early 20th century to 1984
 - 8. Digital type and contemporary design
- B. Typographic Form**
 - 1. Character anatomy
 - 2. Type measurements
 - 3. Letterspacing and wordspacing
 - 4. Type arrangements
 - 5. Display type
 - 6. Text type

C. Classification of Type

1. Old Style
2. Transitional
3. Modern
4. Slab Serif / Egyptian
5. Sans Serif

D. Designing with Type

1. Typographic expression
2. Legibility and abstraction
3. Denotation and connotation
4. Type as image
5. Grid structures and visual hierarchy

E. Project Media

1. Hand-lettering
2. Found type
3. Bitmap type (Photoshop)
4. Vector type (Illustrator and InDesign)

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Utilize technological tools to produce various design projects. (GE-NJ 4, 6 *)
2. Analyze, identify and critique typographic elements and their bearing on various designs from historical, cultural, and social perspectives. (GE-NJ 1, 6, ER, *)
3. Analyze and critique one's own work and classmates' work in classroom discussion and weekly critiques using critical analysis, ethical reasoning and constructive comments (GE-NJ 1, ER, *)

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Produce a portfolio of artwork that employs typographic design principles and techniques.
2. Employ the appropriate technological tools to visually express ideas through type.
3. Identify major classifications of type through formal characteristics.

C. Assessment Instruments:

- A. Artwork
- B. Quizzes
- C. Exams
- D. Exercises
- E. Essays / written critiques

**Embedded critical thinking*

VII. Grade Determinants

- A. Artwork
- B. Exercises
- C. Essays / written critiques
- D. Exams
- E. Effort and participation

Primary Formats, Modes and Methods for Teaching

- A. Lecture/discussion
- B. Tutorials
- C. Demonstrations
- D. Research
- E. Individual and group critique
- F. Written responses
- G. Studio work time

VIII. Texts and Materials

- A. Textbook, such as: Lupton, *Thinking with Type*, latest edition by Princeton Architectural Press; and Craig, *Designing with Type*, latest edition by Watson-Guption Publications
- B. Hand-outs
- C. Web Sites
- D. Slide / digital image examples
- E. The Lion's Den
- F. Videos / DVDs

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

- A. Computer Lab with design software (latest versions), internet
- B. Projection screen or display monitor
- C. Digital projector with high resolution imaging capabilities
- D. Scanner
- E. Printers (black & white and color)
- F. Marker/dry-erase board
- G. Studio with drawing surfaces and mounting facilities
- H. Media Player