

COMMON COURSE OUTLINE: Course discipline/number/title: ART 1223: Typography I

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course is an introduction to the fundamentals of typography. It is a basic overview of the structure, history, theories, and use of type. Students will learn to identify and classify typefaces. Design of letterforms and visual symbols will be developed through projects.

B. DATE LAST REVISED (Month, year): February, 2011

C. OUTLINE OF MAJOR CONTENT AREAS:

1. History of typography and lettering
2. Anatomy, structure, and measurement of type
3. Concepts of legibility, readability, space, hierarchy, message, and voice of type
4. Identification and classification of typefaces
5. Critique and analysis of typographic application

D. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Identify the key features of important and historical typefaces
2. Use type as an expressive graphical element
3. Create a design exhibiting readable and legible typography
4. Apply gestalt theory and design principles in the creation of design

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:

1. Portfolio of projects
2. Exams and quizzes
3. Written assignments
4. Presentations
5. Student attendance and participation

G. SPECIAL INFORMATION (if any):

The initial lab session explains and familiarizes the student with general safety hazards and safety equipment in the lab. During the pre-lab discussion, the hazardous characteristics of the chemicals used during the lab are discussed. The students will be instructed on the proper disposal of any hazardous products. The instructor will direct all students to wear necessary protective equipment while working with the chemicals. A copy of Material Safety Data Sheets for chemicals used is available in the lab.

This course aligns with the following RCTC Core Outcomes:

1. Critical Thinking
2. Aesthetic Response