



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, 2005

C. OUTLINE OF MAJOR CONTENT AREAS:

1. The evolution and history of typography and lettering
2. A brief history of graphic design and the fundamental use of typography in visual communication
3. Anatomy and structure of type
4. The concepts of legibility, space, hierarchy, message, and voice of type
5. The classification and identification of type
6. The Creative Process for Art and Design - Students will engage in an introduction to the creative process to begin their development of their critical thinking skills.
 - a) State the problem in own words
 - b) Formulate statement of solution
 - c) Brainstorm and sketch solutions to the problem
 - d) Determine which solutions meet the criteria of the solution statement
 - e) Further develop, revise, and brainstorm possible solutions
 - f) Choose final solution
 - g) Fully complete solution to problem by appropriate method
 - h) Apply solution as needed
 - i) Collect and make meaningful the ideation and sketches as a record of the process
 - j) Critique the effectiveness of solution given the problem and solution statement
 - k) Revise final solution as needed
7. Critiques
 - a) Students will assess the effectiveness of a solution
 - b) Students will identify and critically respond how different solutions, though divergent, still solve the same problem
 - c) Students will discuss how their reaction to the piece and how the piece relates to different movements or styles in art history
 - d) Students will begin to develop the use of art and design vocabulary
8. Art History
Students will be exposed to the history of typography and the use of type in graphic design.
 - a) The beginnings of written language
 - b) The Roman alphabet and the carving of *capitalis monumentalis*
 - c) Gothic Textura Quadrata and Gutenberg and moveable type
 - d) The introduction of Roman, Modern, Slab-Serif, Sans-Serif typefaces
 - e) Post-modern influences and contemporary concepts in type design
9. Procedures of Graphic Design
 - a) Demonstrating knowledge of the structure of type through observation and practice
 - b) Introduction of craftsmanship and presentation

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

1. Engage in the creative process,
2. Demonstrate critical problem solving,
3. Be able to critique.



- D. LEARNING OUTCOMES (GENERAL): Continued. . .** The student will be able to:
4. Understand the art historical and cultural importance of typography.
 5. Demonstrate fundamental procedures of graphic design.
- E. LEARNING OUTCOMES (MNTC):** NA
- F. METHODS FOR EVALUATION OF STUDENT LEARNING:**
1. Papers
 2. Student Projects
 3. Student Participation
 4. Attendance
 5. Exams
 6. Assignments and Lessons
- G. SPECIAL INFORMATION (if any):** None