RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

ARTS 276: Typography

I. Basic Course Information

A. Course Number and Title: ARTS-276 Typography

B. New or Modified Course: modified

C. Date of Proposal: Semester: Spring Year: 2015

D. Effective Term: Spring 2016

E. Sponsoring Department: Visual and Performing Arts

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 4 Lecture: 2

Laboratory: 2

H. Prerequisites/Corequisites: ARTS-246 Visual Design I

I. Laboratory Fees: yes

J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Co-Chairs: Donna Stackhouse x8298, Dennis Russo x8391

II. Catalog Description

Prerequisite: ARTS-246 Visual Design I

This course facilitates an understanding of the effects produced by fonts and typographic techniques used in contemporary visual design. Using a combination of traditional and digital media, students will learn a historical overview of typography and explore the formal qualities of characters and typefaces through a range of theoretical and applied projects. The creative problem-solving process is used to develop skills in typesetting, typographic layout, the expressive use of type and conceptual thinking. Students will purchase some art supplies.

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. Ouizzes
- 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-Guptill 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