



ACOM 1090

Division: Career and Technical Education

Department: Art and Graphic Communications

Course: ACOM 1090

Title: Typography

Catalog Description:

Typography is an introductory course in the graphic design sequence, which has as its focus a broad study of typography. Class discussions, assignments, and lectures will focus on basic typographical terminology and various typesetting methods. The course will include an analysis of both historical and contemporary trends in type design and the application of typography to the field of graphic design. Various course activities include reading, lecture, visual presentations, discussion (critiques of work in progress and finished work), and creative work. Students are required to participate in course lectures, discussions, design assignments, and course exams.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 2; Lab: 3

Clock/Hour Requirements: 75

Offered for Non-Credit: No

Prerequisites: None

Corequisites: None

Justification:

This curriculum is approved by the program advisory committee. A similar course is taught at CEU (Art 1690).

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- provide an overview of the expressive and aesthetic dimensions of typography
- practice typesetting techniques, including the use of the Macintosh computer
- develop a critical perspective on the technological, cultural, and aesthetic qualities of typography
- explore the use of typography in design (contemporary and historical)
- apply the elements of design to diverse methods of composition
- solve design problems while working within specified limitations
- develop skills involved in verbal presentation of one's work (discussion of design concepts and reasons for selection of particular styles)
- enhance technical proficiency.

Course objectives will be accomplished by providing students with learning experiences in the following subject areas:

- type design
- sign, banner, poster, and auto graphics design using type
- use of brush, pen, computer, and sign cutter.

General Education Outcomes:

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will locate and evaluate materials from a variety of media. Artistic styles and methods are found in a variety of locations and students must utilize various methods of research in order to effectively gather information.

6) Apply computational skills to a variety of contexts.

Measurement of materials and content is required in most media. The concepts of proportion, scale, and the application of these concepts are required for effective performance in the graphic communications field.

8) Apply ethical reasoning to a variety of contexts.

Issues of copyright, plagiarism, and ethical work practices are key components in this course. Students will understand the value of utilizing one's own thoughts and ideas instead of those produced by others.

9) Respond with informed sensitivity to an artistic work or experience.

Graphic communications students must become familiar with the standards, styles, and forms in a variety of media. This familiarity will allow them to make informed judgments and critiques regarding their own work and that of other artists.

Key Performance Indicators:

In class:

- Evaluation for this course will come from instructor evaluation of creative work (30%), student performance (20%), and student projects (30%). A mid-term (10%) and final exam (10%) will also be given.

Representative Text and/or Supplies:

- *Fontographer*, current edition, Macromedia.
- Kate Clair, *A Typography Workbook: A Primer to History, Techniques, and Artistry*, current edition, John Wiley and Sons.

Optimum Class Size: 15
Maximum Class Size: 25

Signatures:

I hereby submit this course syllabus:

Jim Puzey, ,

I hereby find this course consistent with the goals and resources of the Art and Graphic Communications Department:

, , , Chair

I hereby find this course consistent with the goals and resources of the Career and Technical Education Division:

Michael P. Medley, MBA, Assistant Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)