

TYPOGRAPHY I

3.29.2017

WITH STUDENT LEARNING OUTCOMES

Typography I (GD223, 3 credits) – Advertising & Communication Design Track

Course Description:

This introductory course focuses on letterforms and nomenclature: the rudiments and pragmatics of structuring simple, yet successful typographic relationships. Students begin with an examination of letterforms within the context of history. Through a series of exercises designed to give a tactical understanding of letterforms as graphical elements, students experience letterforms as integral parts of a greater system of communication. Exploration of the subtleties and intricacies of working with text provides a body of knowledge about typographic relationships, composition, and the structuring of presented information.

Prerequisite: Studio Foundation Year or transfer credit

Students will:

1. Synthesize legibility and creativity into a harmonious solution. (PC 3,4)
2. Produce clear and creative design of information. (PC 1, 2, 3, 4)
3. Demonstrate ability to use design with differing levels of creativity to meet audience needs. (PC 1, 2, 4)
4. Demonstrate awareness of typographic responsibility as information to be read. (PC 2, 5)

Required Texts: There is no required text for this course.

Supplementary Readings: There are no supplementary readings for this course.

Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory (\$2,429.00)
- Three-Year Apple Care warranty (\$239.00)
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive (\$80.00)
- A mouse (\$25.00)

SOFTWARE:

- Microsoft Office, Student/Teacher edition (\$149.00)
 - Word, Excel, PowerPoint, Entourage/Outlook
- Adobe Creative Cloud subscription @ 19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: \$ 2,922.00 (\$3,402.00 with two year Creative Cloud subscription)

Supplemental Supplies: There are no supplementary supplies for this course.