

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-22
[Syllabus Statements](#)

I. CATALOG DESCRIPTION

Course Number: GDMA1126
Course Title: Typography I
Prerequisite(s): Program Permission
Catalog Description: This course provides a comprehensive introduction to effective type usage. The course builds upon the extensive language and practice of typography and its application. Typographic principles are combined with a general history, both aesthetic and technical. The impact of legibility and readability will be investigated in relation to a student's choice of selecting and applying type and integration with related design elements.

Credit Hours: 3.0
Class Hours: 30
Lab Hours: 54
Total Contact Hours: 84

II. COURSE OBJECTIVES: *Course will:*

- A. Introduce the history and define typography and typographic spacing and measurement and its importance to graphic design.
- B. Explore the basic ways that we categorize type and the individual parts of the typographic characters.
- C. Explore the basic considerations of using type to inform the viewer, increase readability, create visual interest, and appropriate use of style in context with the messages to be communicated.
- D. Demonstrate and explore ways to apply typographic considerations, hierarchy and layout conventions, to type-heavy design applications such as publications, business cards, and Swiss International Style.
- E. Explore the usage of grids within typographic design and layout.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Define and understand the meaning of typography.
 - 2. Identify and label various typeface anatomy and various lines of measurement (baseline, meanline, capline, ascend line, descend line).
 - 3. Define, identify and classify typefaces based on contemporary categorization.
 - 4. Classify text type sizes vs. display type sizes and express how point size is measured and the difference between point size and character width, em, en, points, and picas.
 - 5. Describe how chromatic color affects type.
 - 6. Define and apply the following terms:
 - a. Typographic color
 - b. Readability vs. legibility
 - c. Leading/kerning/tracking
 - d. Orphan/widow

- e. Rag
- f. Weight
- g. Italic vs. oblique
- h. Measure
- 7. Design with and apply the follow typographic considerations:
 - a. Hierarchy
 - b. Classical proportions to page layout
 - c. Hyphenation and Justification
 - d. Grid
 - e. Rob Carter's *The 19 Rules of Type*
 - f. Proportional formulas for spacing and point size
- 8. Apply methods of combining type and image and understand the importance of a primary/supporting partnership between these two elements.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO #3: Critical Thinking & Problem Solving
Outcome 5: Acquire and integrate knowledge and construct relationships across disciplines.

IV. CONTENT/TOPICAL OUTLINE

- A. Introduction to Typography
- B. Typeface Classification and Considerations
- C. Typeface Combination
- D. Hierarchy
- E. Typographic Conventions
- F. Typographic Application
- G. Combining Type and Image

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): none
- B. Other Resources: Handouts: worksheet, tutorial, assignment, and projects

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
 - 1. On-screen presentations, demonstrations, guided tutorials and lecture
 - 2. Worksheets, charts, tutorials, projects/assignments
 - 3. One-on-one teaching and assistance
 - 4. Team teaching
 - 5. In-class exercises and activities
 - 6. Presentations by design professionals/employers
 - 7. Videos
 - 8. Field trips

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1. Adherence of deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, and tutorials and/or daily assessments.
 - 2. No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course

Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.

3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.
4. Compliance with all Policies. For all GDMA program policy documents, please visit <http://tinyurl.com/gdmapolicies>.
5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit <http://tinyurl.com/gdmapolicies>.

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must meet all of the following to receive a passing grade:
 1. Student must complete this course with a minimum course grade of “C” (70%).
 2. Students are expected to sign a Syllabus and Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program policy documents and anti-plagiarism information, please visit <http://tinyurl.com/gdmapolicies>
 3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.
 4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc. and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.
 5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.
 6. For course specific policies please refer to the Course Information Document.