SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-23
Syllabus Statements

I. **CATALOG DESCRIPTION**
Course Number: GDMA1230
Course Title: Typography II
Prerequisite(s):   GDMA1122, GDMA1126, GDMA1136
Catalog Description: This course examines typographic issues which emphasize the basic typographic areas of: historical, technical, and formal. Students study letterform and typographic usage as well as research and writing about typographic design. Project content includes typographic history, letterform development, and changing technology. This course provides students with a fundamental working knowledge of effective typographic methodology.
Credit Hours: 2.5
Class Hours: 23
Lab Hours: 60
Total Contact Hours: 83

II. **COURSE OBJECTIVES:** *Course will:*
A.   Build upon the typographic classifications introduced in Typography I and demonstrate the importance of understanding these classifications.
B.   Explore the fundamentals of appropriate typographic usage and application such as: honoring content, discovering the inner logic of type in concert with the content of text, marriage of typography and all other visual elements, shaping the page to attain unity, and attention to typographic detail and selecting and combining type including historical considerations and working within a single family.
C.   Focus on establishing useful typographic scale. Demonstrate historic and suitable applications of establishing scale (size) and finding the logic of establishing a scale in keeping with the typographic applications.
D.   Introduce the use of structural forms and devices (such as typographic openings, headings, subheads, ornaments, analphabetic symbols, and techniques in creating balance).
E.   Establish methods of breaking typographic rules intentionally and effectively.

III. **STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:**
A.   Student Learning Outcomes: *Student will be able to:*
1.   Examine and differentiate each letterform style by their individual characteristics.
2.   Demonstrate the application of rhythm and proportion in the typographic page.
3.   Demonstrate their understanding of paragraphs by discerning a comfortable typographic measure (line-length), adequate letterspacing, kerning, and leading and remedying widows and orphans.
4.   Select and apply proper margin and use of numerals to the page.
5.   Explain and apply specific terminology used to examine and evaluate typographic styles.
6.   Assess the emotive qualities of their typographic communications and make appropriate considerations for expressive type.

      7.   Experiment with breaking the rules of type to create inventive type-centric designs.
- **B.**   General Education Learning Outcomes (GELOs)
  - **1.**   GELO #3: Critical Thinking & Problem Solving
    Outcome 3: Evaluate ideas presented in writing, medial, speech, or artistic presentations.

IV.   CONTENT/TOPICAL OUTLINE

- **A.**   Reviewing Basics and Honoring Content
- **B.**   Combining Type and Image/Shaping the Page
- **C.**   Typographic Details and Special Characters
- **D.**   Structural forms
- **E.**   Typeface Design
- **F.**   Selecting and Combining Type
- **G.**   Content and Format
- **H.**   Experimental Typography and Lettering

V.   INSTRUCTIONAL MATERIALS

- **A.**   Required Text(s): Bringhurst, Robert, *The Elements of Typographic Style*
- **B.**   Other Resources: Handouts: worksheet, tutorial, assignment, and project

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.