

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-25

I. CATALOG DESCRIPTION

Course Number: GDMA1126
Course Title: Typography 1
Prerequisite(s): Program Permission
Catalog Description: This course is a comprehensive introduction to effective type usage and builds upon the extensive language and practice of typography and its modern 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 using type.
Credit Hours: 3.0
Class Hours: 40
Lab Hours: 15
Total Contact Hours: 55

II. COURSE OBJECTIVES: *Course will:*

- A. Introduce the history and define typography and typographic spacing and measurement and its importance to visual design.
- B. Explore the basic ways that we categorize type and the anatomy of the Latin alphabet.
- 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. Introduce the usage of grids within typographic design and layout.
- E. Explore methods and techniques of creating typographic hierarchy.
- F. Introduce techniques to select and pair typefaces.
- G. Explore special considerations for type used in digital mediums.

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 Latin alphabet type anatomy and various lines of measurement.
 - 3. Define, identify and classify typefaces based on contemporary categorization.
 - 4. Classify text type vs. display type 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. Adjust leading, kerning, and tracking to space type effectively.
 - 7. Define readability and legibility, and understand the importance of each.
 - 8. Understand typographic color and how it affects their designs.
 - 9. Design using various levels of typographic hierarchy.
 - 10. Utilize basic column grids within typographic designs.
- 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. Latin alphabet anatomy
- C. Adjusting type spacing
- D. Typeface classifications
- E. Typeface pairing
- F. Typographic hierarchy
- G. Typographic color
- H. Designing with a grid
- I. Digital type considerations
- J. Type licensing

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. Lecture
 - 2. Demonstrations
 - 3. Peer critiques
 - 4. In-class exercises and activities
 - 5. One-on-one teaching

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1. Assignments
 - 2. Exercises
 - 3. Tests
 - 4. Critique participation
 - 5. Class conduct

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must complete this course with a minimum course grade of “C” (70%).
- B. By enrolling in this course the student agrees to follow all GDMA program policies.