

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

I. CATALOG DESCRIPTION

Course Number: GDMA1230
Course Title: Typography 2
Prerequisite(s): GDMA1122, GDMA1126, GDMA1136, GDMA1354
Catalog Description: This course reviews typography basics and builds upon foundational knowledge by introducing advanced principles and considerations for working with type in contemporary graphic design. Historical typographic styles are explored, and students learn to create and work extensively with various grids for typographic design. Basic type design is introduced with a focus on design principles and methods used to create Latin letterforms.

Credit Hours: 3.0
Class Hours: 40
Lab Hours: 15
Total Contact Hours: 55

II. COURSE OBJECTIVES: *Course will:*

- A. Build upon the typographic classifications introduced in Typography 1 and demonstrate the importance of understanding these classifications.
- B. Explore selecting appropriate type based on the style of the type, as well as the intended use of the type.
- C. Focus on establishing and using a useful typographic scale within designs.
- D. Explore typographic color, the factors that determine it, and the importance of understanding the effect it has on a readability.
- E. Introduce Arabic numerals in detail and their various styles within modern typography.
- F. Introduce and compare italic and oblique type.
- G. Explore the international typographic style and compare it to the new wave style of typography.
- H. Introduce methods and principles of type design for the Latin alphabet.
- I. Explore the use and creation of various grids to be used within typographic designs.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Examine and differentiate between various typeface classifications.
 - 2. Demonstrate an ability to appropriately select type based on the intended use.
 - 3. Define typographic color and the effect it has on their designs.
 - 4. Establish a typographic scale to create typographic hierarchy in their designs.
 - 5. Sketch Latin alphabet characters and demonstrate an understanding of type design considerations.
 - 6. Define various advanced typographic terms related to Latin letterforms.
 - 7. Assess the emotive qualities of their typographic communications and make appropriate considerations for expressive type.
 - 8. Create and utilize various grid systems to be used in typographic designs.
 - 9. Define and discuss differences in historical typographic design styles.
- 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 typography basics
- B. Spacing, special characters, and numerals
- C. Type selection considerations
- D. Typographic color
- E. Grids
- F. International typographic style and new wave typography
- G. Latin typeface design

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. 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.