Lecture Contact Hours: 32-36; Outside-of-Class Hours: 64-72;
Laboratory Contact Hours: 48-54; Outside-of-Class Hours: 0;
Total Student Learning Hours: 144-162

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Graphic Design 125 – Typography

2 hours lecture, 2 units
3 hours laboratory, 1 unit
Total units: 3

Catalog Description
This course explores the fundamental nature of typography as a reflection of society. Characters are examined as art forms and as carriers of language and ideas. Technical aspects of typography will be considered including function and production. Letterforms will be designed using both traditional and digital processes with an emphasis on developing a professional portfolio.

Prerequisite
None

Recommended Preparation
"C" grade or higher or "Pass" in GD 110 or equivalent

Entrance Skills
Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:
1) Awareness of the various design forms required by business (i.e., logos, posters, advertisements, packaging, etc.).
2) Use design elements and principles to create aesthetic compositions.
3) Apply creative problem-solving techniques to develop aesthetic and functional solutions to graphic design problems.
4) Apply the design process utilizing thumbnail sketches, roughs and comprehensive layouts.
5) Choose and efficiently use computer software appropriate for a specific task.

Course Content
1) Analyze early writing and symbol systems in various cultures for the historic significance in typographic development
2) Apply the principles of design for effective communication
3) Recognize various type families by category, identify the appropriate application of specific styles
4) Describe type styles within a family: book, Roman, bold, italic, bold italic, condensed, extra bold, and black
5) Identify and utilize the basic typographical components:
    a. Type structure: arms and tails, spine and shoulders, serifs, brackets, terminals, counters and bowls
    b. Special characters ligatures, dingbats, etc.
    c. Typographical measurements: base line, x-height, cap height, point, agate, pica, em, en, thin space, etc.
    d. Kerning, tracking, leading and letter spacing
6) Define basic typographical design considerations:
    a. Selecting typefaces that reflect the character of a project and its intended message
    b. Limit the selection the number and kind of typefaces used in a project
    c. Typographic hierarchy to emphasize the message and content

7) Define basic color printing concepts used in graphic design:
   a. RGB and web color considerations
   b. Pantone system, spot color
   c. Four color process CMYK, and press considerations
8) Typography, studio project requirements:
   a. Adhere to copyright and ethical business standards
   b. Establish timelines that simulate the professional work environment
   c. Structure craft acceptable to industry standards
   d. Produce work intended to build a professional portfolio
9) Typography project formats:
   a. Projects will use the design process of thumbnail, roughs and/or comprehensive, to the final design
   b. Completed design and artwork formatted for presentation
10) Review higher education programs and potential employment opportunities

Course Objectives
Students will be able to:
1) Describe how typography contributes to society.
2) Analyze the history of visual communication and the development of written language.
3) Recognize and apply design and aesthetic principles to typographic treatments.
4) Use the typographic terminology for measurements, styles, and construction of letterforms.
5) Manipulate letterforms and symbols for effective communication.
6) Apply various techniques to letterforms to increase readability.
7) Identify typography production techniques used in printing and web design.
8) Specify correct color modes related to print and web design projects (CMYK, RGB, and PMS).
9) Incorporate the design process from roughs, comps, and final design for various projects.
10) Assemble a body of typographic work for a portfolio review.

Method of Evaluation
A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.
1) Participation in class discussions and brainstorming sessions
2) Assignments that evaluate the use of design principles and the design process
3) Verbal critiques of student projects for effective use of design principles
4) Quizzes examining a student's knowledge of typographic terminology
5) Research papers on typographic history and designers of type
6) Portfolio review to evaluate the comprehensive presentation of projects

Special Materials Required of Student
Sketchbook, USB/thumb drive

Minimum Instructional Facilities
Lab/studio with computers, type libraries, input devices, graphic tablets, printers, scanners

Method of Instruction
1) Lecture and demonstration
2) Analysis of examples of graphic designs
3) Projects
4) Individual student conferences
5) Student presentations, design exhibitions
6) Instructor/student critiques

Out-of-Class Assignments
1) Reading assignments
2) Short research assignments

Texts and References
1) Required (representative example): *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*, Ellen Lupton (3rd Edition, Revised and Expanded) Paperback – March 12, 2024.
2) Supplemental: Adobe software reference manuals as needed

Exit Skills
Students having successfully completed this course exit with the following skills, competencies and/or knowledge:
1) Comprehend how typography contributes to society.
2) Analyze the history of visual communication and the development of written language.
3) Recognize and apply design and aesthetic principles to typographic treatments.
4) Use the typographic terminology for measurements, styles, and construction of letter forms.
5) Manipulate letterforms and symbols for effective communication.
6) Apply various techniques to letterforms to increase readability.
7) Recognize typography production techniques used in printing and web design.
8) Specify correct color modes related to print and web design projects (CMYK, RGB, and PMS).
9) Incorporate the design process from roughs, comps, and final design for various projects.
10) Assemble a body of typographic work for a portfolio review.

Student Learning Outcomes
Upon successful completion of this course, students will be able to:
1) Identify and define basic typographic terms (e.g., serif, sans-serif, x-height, baseline) and classify typefaces based on historical and structural characteristics.
2) Create clear and visually engaging typographic hierarchies by utilizing font size, weight, spacing, and alignment to guide the viewer's eye in a layout.
3) Select and apply appropriate typefaces for both digital and print media, considering readability, legibility, and the purpose of the design.