

Washtenaw Community College Comprehensive Report

GDT 100 Typography I **Effective Term: Spring/Summer 2013**

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Graphic Design Technology

Course Number: 100

Org Number: 14520

Full Course Title: Typography I

Transcript Title: Typography I

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Consultation with all departments affected by this course is required.

Pre-requisite, co-requisite, or enrollment restrictions

Other:

Rationale: To provide more options for students in meeting prereqs

Proposed Start Semester: Spring/Summer 2012

Course Description: This is an introduction to the evolution/principles of typography concentrating on typographic form and classification, type as form/image, display type, text type, typographic relationships, readability/legibility, grid systems, fundamental design principles and page layout. Assignments investigate typography as an element of design whose form and purpose is to achieve successful, informative and expressive visual communication. Students must be proficient with desktop/personal computers.

Course Credit Hours

Variable hours: No

Credits: 4

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Other: Instructor: 45 **Student:** 45

Total Contact Hours: Instructor: 90 **Student:** 90

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

(GDT 104 minimum grade "C") or (GDT 106 and GDT 107, minimum grade "C")

General Education

General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

Request Course Transfer

Proposed For:

College for Creative Studies
Other : Savannah College of Art & Design, Savannah GA

Student Learning Outcomes

1. Create typographic designs using graphic design software focusing on typeface selection, creative and dynamic use of display type, formatting and organization, development and use of grid structures.

Assessment 1

Assessment Tool: Portfolio of work from the course

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: all

Number students to be assessed: All if one section; 20 randomly selected if two or more sections are offered.

How the assessment will be scored: Departmentally developed rubric

Standard of success to be used for this assessment: 75% of students will score 2.5 (of 4) or better on the portfolio evaluation.

Who will score and analyze the data: full-time departmental faculty

2. Apply basic principles of design in completing typographic assignments.

Assessment 1

Assessment Tool: Portfolio of work from the course

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All if one section; 20 randomly selected students if two or more sections are offered.

How the assessment will be scored: Departmentally developed rubric.

Standard of success to be used for this assessment: 75% of the students will score 2.5 (of 4.0) or better on the portfolio evaluation.

Who will score and analyze the data: Full-time departmental faculty

3. Recognize and identify typographic anatomy, measurements and classification.

Assessment 1

Assessment Tool: Departmental exam questions

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: all

Number students to be assessed: All if one section; 20 randomly selected if two or more sections are offered.

How the assessment will be scored: Answer key and departmentally developed rubric

Standard of success to be used for this assessment: 75% of students will score 2.5 (of 4) or higher on departmental exam questions.

Who will score and analyze the data: Full-time departmental faculty

Course Objectives

1. Locate and identify various types of fonts in the Macintosh operating system, be able to describe how each works and their differences, install and activate a font.

Matched Outcomes

2. Use font utilities to complete tasks such as viewing hidden characters and glyphs, viewing typeface samples, activating or disabling fonts.

Matched Outcomes

3. Identify and name parts of letterforms (e.g. bracketed and unbracketed serifs, stem, terminal, ear, bowl, counter etc.).

Matched Outcomes

3. Recognize and identify typographic anatomy, measurements and classification.

4. Identify and use typographic terms and measurement systems (e.g. points, picas, baseline, ligature, x-height, leading, "curly quotes" etc.).

Matched Outcomes

3. Recognize and identify typographic anatomy, measurements and classification.

5. Recognize the classification of typefaces typical of their classifications (such as serif/oldstyle, transitional, modern, slab-serif, sans serif/grotesque, geometric, etc.).

Matched Outcomes

3. Recognize and identify typographic anatomy, measurements and classification.

6. Identify and distinguish between basic copyright ownership of typeface designs and digital fonts.

Matched Outcomes

3. Recognize and identify typographic anatomy, measurements and classification.

7. Use various methods (e.g. sketches, structured exploration) to develop and refine typographic compositions.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.

8. Participate actively in group critiques, using typographic and design vocabulary to discuss application of design principles and analyze solutions to design problems involving effective visual communication to a given target audience.

Matched Outcomes

9. Analyze several typefaces in terms of their "personality" or "feel" (e.g. formal, casual, young, flowery, crude and so on) and complete a typeface "personality" hands-on assignment or project.

Matched Outcomes

10. Conceive and design a primarily typographic page in which appropriately selected typefaces are used expressively and dynamically to enhance the communication of the message.

Matched Outcomes

11. Create compositions that explore type as shape/image, focusing on typographic form and counterform relationships, contrast and compatibility, working with shape, weight, scale and figure-ground reversal.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.

12. Use typeface choice, weight, leading, tracking and case to complete an exercise or project in which text type exhibits tonal values.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.

13. Use typeface and character choice, weight, style, placement, tracking repetition, spacing and orientation to create typographic texture and pattern.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.

14. Use basic geometric elements to add structure to and enhance typographic designs.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.

15. Format type according to established guidelines of fine typography involving widows and orphans, rivers, hyphenation, punctuation, tabs/indents, leading, optical spacing/alignment, text type evenness, paragraph formats, line breaks, line length and kerning/tracking for visual evenness.

Matched Outcomes

16. Evaluate display and text type for legibility and readability.

Matched Outcomes

17. Recognize, use and discuss basic design principles and considerations, including contrast, balance, grouping, negative space, hierarchy, color, figure-ground relationship, originality, visual communication and dynamic form.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.
18. Create a primarily typographic composition about a topic researched by the student, which incorporates application of design principles, use of both display and text type, and communicates that topic in a form suitable for a specific target audience.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.
19. Explore and demonstrate expressiveness using experimental typography that may break typographic "rules" but maintains clear visual communication.

Matched Outcomes

20. Create 4-6 distinct but related page layouts that contain the same information (text), each designed according to specific guidelines and objectives involving development and use of flexible grids, visual hierarchy, contrast, dominance, and active use of negative space.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.
21. Plan and design pages for a publication that contains both display type and a significant amount of text type, emphasizing readability, page structure, visual interest, visual hierarchy that establishes clear reading order and priority of information.

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.
22. Use grid units and columns to organize typographic and pictorial or graphic elements on [a] publication page[s].

Matched Outcomes

2. Apply basic principles of design in completing typographic assignments.
23. Demonstrate technical proficiency/craft in using graphic design software.

Matched Outcomes

24. Prepare completed project(s) for formal presentation (e.g. print, trim, assemble mockup or mount, flap and label).

Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

Reviewer

Action

Date

Faculty Preparer:

Kristine Willimann

Faculty Preparer

Nov 19, 2012

Department Chair/Area Director:

Kristine Willimann

Recommend Approval

Nov 20, 2012

Dean:

Rosemary Wilson

Recommend Approval

Nov 26, 2012

Vice President for Instruction:

Stuart Blacklaw

Approve

Feb 11, 2013