

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore <http://www.labette.edu/bookstore> for the required texts for this class.

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| <u>COURSE NUMBER:</u> | GRAP 118 |
| <u>COURSE TITLE:</u> | TYPOGRAPHY |
| <u>SEMESTER CREDIT HOURS:</u> | 3 |
| <u>DEPARTMENT:</u> | Graphic Design |
| <u>DIVISION:</u> | Career Technical Education |
| <u>PREREQUISITE:</u> | None |

COURSE DESCRIPTION:

An introduction to the theory and practice of typographic design. The principles of type are studied, focusing on letterforms, point size, kerning, leading, and appropriate type selection. The study and identification of type families and categories will be emphasized. Students will learn the typographic elements and techniques by which they can effectively communicate to a mass audience. Instruction will consist of lecture, class discussion, and projects.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Be familiar with the origins of type, typographical families and categories, major trends in type design and the changing technology of the field.

- Recall and describe the history of type.
- Name the major categories of type and families of type in each category.
- Identify current trends in type.
- Discuss the technologies, past and present, for producing type forms.

2. Apply the elements and principles of design in problem solving using both traditional and digital techniques.

- Choose type size, weight, style, color, texture, and spacing appropriate to a design problem.
- Explore combinations of type and imagery to create an effective visual hierarchy for page layouts.
- Use traditional and digital cut and paste techniques to test type as decisions are made in a design.
- Develop a working knowledge of proven and experimental design approaches for projects.

3. Gain new math and measuring skills.

- Be familiar with commonly used units of measure in the graphic design industry.
- Estimate, apply and solve problems involving fractions, decimals and percentages.
- Divide space into equal or unequal relationships.

4. Demonstrate decision making/problem solving, time management and work ethic training.

- Identify the problem for resolution.
- Define critical issues and analyze causes of a problem.
- Utilize research and assessment skills.
- Examine results of a problem and offer solutions to a problem.
- Select a solution to a problem and implement an action plan.
- Identify influences on use of time.
- Set priorities in the order in which several tasks will be accomplished.
- Develop strategies to overcome procrastination and meet deadlines.
- Estimate the time required to perform activities needed to accomplish a specific task.
- Know acceptance of the job requirements.
- Have a willingness to take initiative with new challenges.
- Take responsibility for decisions and actions.
- Demonstrate personal characteristics that lead to job satisfaction.
- Collect and maintain a portfolio that displays creative design skills.