GD 1000 - TYPOGRAPHY

Credits: 3

This freshman-level course is an in-depth examination of the elements and principles of typography via hand-assembled and digital studio projects. Reader and audience demographics are also thoroughly covered. Upon successful completion of this course, students demonstrate conceptual and technical proficiencies with letterform structures, legibility, readability, text manipulation, typographic space, and communication hierarchies as well as an introduction to page layout applications.

Prerequisite: FD 1020 - 2D Design: Elements + Principles

Course Learning	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Explain the anatomy and aesthetics of typography.	Able to articulate all of the anatomical characteristics of typography including but not limited to x-height, cap height, ascender, descender, terminal, counter, and serif	Able to articulate most of the anatomical characteristics of typography including but not limited to x-height, cap height, ascender, descender, terminal, counter, and serif	Able to identify some core anatomical characteristics of typography including but not limited to x-height, cap height, ascender, descender, and serif	Cannot identify any anatomical characteristics of typography.	GD-4, GD-9, GD-10	Communication Competence
Compose type using fundamental aesthetic principles and skills.	Provides numerous examples of layouts using letters, words, paragraphs, pages and volumes of text.	Provides examples of layouts using letters, words, paragraphs, pages and volumes of text.	Provides some examples of layouts using letters, words, paragraphs, pages and volumes of text.	Does not provide examples of layouts using letters, words, paragraphs, pages and volumes of text.	GD-1, GD-4, GD-5, GD-6, GD-8, GD-9	Communication Competence, Design Competence
Communicate visually using letters, words and paragraphs.	Clearly communicates visually using letters, words, and paragraphs.	Communicate visually using letters, words and paragraphs.	Struggles with communicating visually using letters, words, and paragraphs.	Unable to communicate visually using letters, words, and paragraphs.	GD-1, GD-6, GD-8	Communication Competence, Design Competence
Discuss the history, theory and ideas behind typography.	Identifies numerous examples from the history, theory and ideas behind typography.	Identifies examples from the history, theory and ideas behind typography.	Identifies some examples from the history, theory and ideas behind typography.	Cannot identify any of the history, theory and ideas behind typography.	GD-2, GD-4, GD-6, GD-8, GD-9, GD-10	Communication Competence, Critical Thinking
Implement the fundamentals of page layout and basic grid systems.	Implements above the fundamentals of page layout and basic grid systems.	Implements the fundamentals of page layout and basic grid systems.	Somewhat implements the fundamentals of page layout and basic grid structures.	Does not implement the fundamentals of page layout and basic grid structures.	GD-1, GD-6, GD-8	Design Competence, Communication Competence
Illustrate the importance of hierarchy and emphasis within typography.	Successfully illustrates importance of hierarchy and emphasis within typography.	Illustrates the importance of hierarchy and emphasis within typography.	Struggles to illustrate the importance of hierarchy and emphasis within typography.	Cannot illustrate the importance of hierarchy and emphasis within typography.	GD-1, GD-6, GD-8	Design Competence, Communication Competence
Describe typographic personality, and its use in appealing to a defined target market.	Successfuly applies typographic personality, and its use in appealing to a defined target market.	Describe typographic personality, and its use in appealing to a defined target market.	Attempts to describe typographic personality, and struggles with its use in appealing to a defined target market.	Cannot describe typographic personality, and its use in appealing to a defined target market.	GD 1, GD-4, GD-6, GD-8	Cultural Competence, Communication Competence
Compare relationships between typography and effective communication.	Successfully compares and articulates relationships between typography and effective communication.	Compares relationships between typography and effective communication.	Has trouble comparing relationships between typography and effective communication.	Cannot compare relationships between typography and effective communication.	GD-1, GD-4, GD-6, GD-8	Design Competence, Communication Competence
Identify line and letter spacing, readability and legibility.	Demonstrates effective line and letter spacing, readability and legibility.	Identify line and letter spacing, readability and legibility.	Has difficulty explaining line and letter spacing, readability and legibility.	Cannot Identify line and letter spacing, readability and legibility.	GD-6, GD-8	Design Competence, Communication Competence
Apply knowledge of classifications, type families, fonts and pairing type.	Demonstrates advanced knowledge of classifications, type families, fonts and pairing	Apply knowledge of classifications, type families, fonts and pairing type.	Appies some knowledge of classifications, type families, fonts and pairing type.	Cannot apply knowledge of classifications, type families, fonts and pairing type.	GD-6, GD-8	Design Competence, Communication Competence