

IL 4640 Typography for Illustration

This course examines the relationship of typographic design to illustration. Students will learn to apply the basic elements and principles of graphic design to a range of typographic projects to learn how type works with images to communicate ideas. In addition, students will discuss historical and contemporary use, examining page layout and identifying crucial relationships, with special emphasis on creative typographic design solutions. By the end of this class, students will exhibit increased abilities to arrange, design, and manipulate typography as a visual tool in order to more effectively communicate ideas

Pre-req - IL 3850 - Digital Illustration I

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not Meeting	Corresponding Program Learning Outcomes	Institutional Outcomes
Identify and implement Typography vocabulary.	Identifies and implements Typography vocabulary with strong, compelling design.	Identifies and implement Typography vocabulary.	Inconsistently identifies and implements Typography vocabulary.	Fails to identify and implement Typography vocabulary.	Composition Theory, Critical Thinking	All Institutional Outcomes
Demonstrate basic skills in the application of Typography within the field of graphic design.	Demonstrates strong skills of Typography in creating compelling graphic design.	Demonstrates basic skills in the application of Typography within the field of graphic design.	Demonstrates some basic skills in the application of Typography within the field of graphic design, but is inconsistent/incomplete in implementation of those skills.	Lacks basic skills in the application of Typography within the field of graphic design.	Professional Practice, Composition Theory, Critical Thinking	Design Competence
Demonstrate an aesthetic awareness of letterforms as well as techniques and process to achieve expressive typography.	Demonstrates an aesthetic awareness of letterforms as well as techniques and process to achieve expressive typography - applies this awareness to appropriate, dramatic, and compelling designs.	Demonstrates an aesthetic awareness of letterforms as well as techniques and process to achieve expressive typography.	Demonstrates an inconsistent/incomplete aesthetic awareness of letterforms or techniques and process to achieve expressive typography - requires improvement.	Shows little or no awareness of aesthetics or technique in typographic design.	Composition Theory, Critical Thinking	Design Competence
Implement strategies for creating clear and concise visual communication, ideas, and themes through the use of typography.	Successfully implements strategies for creating clear and concise visual communication, ideas, and themes through the use of typography, creates attractive, compelling designs.	Implements strategies for creating clear and concise visual communication, ideas, and themes through the use of typography.	Inconsistently implements strategies for creating clear and concise visual communication, ideas, and themes through the use of typography - needs improvement.	Fails to implement strategies for creating clear and concise visual communication, ideas, and themes through the use of typography.	Composition Theory, Critical Thinking, Storytelling & Communication	All Institutional Outcomes