

GD 3440 - EXPERIMENTAL TYPOGRAPHY

Credits: 3

This advanced course addresses in-depth relationships between form and content in typographic communication. Elements and principles such as contrast, scale, space, rhythm, and sound are fully examined. Students work as individuals and in teams with a wide range of hand-assembled and digital media. Contemporary typographers are studied and inform the studio projects. Upon successful completion of this course, students understand both abstract and objective forms of typography.

Prerequisites: GD 2100 - Layout Design

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Explore and manipulate type in visual communication.	Identifies and employs type in a successful visual communication	Identifies and employs type in visual communication.	Identifies and employs type in a somewhat successful visual communication.	Does not identify or employ type in visual communication.	GD-1, GD-4, GD-5, GD-6, GD-8, GD-9	Cultural Competence Design Competence Communication Competence Critical Thinking
Analyze environments, objects, and forms.	Discusses and implements environments, objects, and forms.	Discusses environments, objects, and forms.	Discusses to a certain degree environments, objects, and forms.	Cannot discuss environments, objects, or forms.	GD-2, GD-4	Cultural Competence Communication Competence Critical Thinking
Design an original typeface.	Creates and implements an original typeface.	Creates an original typeface.	Creates a typeface.	Cannot create a typeface.	GD-1, GD-5, GD-6, GD-7	Cultural Competence Design Competence Communication Competence Critical Thinking
Demonstrate the use of a typeface through word and paragraph formation, typographic hierarchies, relationship to imagery, scale, and typographic weights.	Provides numerous examples using a typeface through word and paragraph formation, typographic hierarchies, relationship to imagery, scale, and typographic weights.	Provides examples using a typeface through word and paragraph formation, typographic hierarchies, relationship to imagery, scale, and typographic weights.	Provides some examples using a typeface through word and paragraph formation, typographic hierarchies, relationship to imagery, scale, and typographic weights.	Does not provide examples of a typeface used through word or paragraph formation, typographic hierarchies, relationship to imagery, scale, and typographic weights.	GD-5, GD-6, GD-7	Design Competence, Communication Competence