EL CAMINO COLLEGE
COURSE OUTLINE OF RECORD – Approved

I. Course Information
Subject: ART
Course Number: **132**
Descriptive Title: **Typography I**
Division: **Fine Arts**
Department: **Art**
Course Disciplines: **Graphic Arts**

Catalog Description:
This course provides a foundation in typography for students interested in graphic design and digital arts. The use of lettering and typography in printed publications, advertising, web design, and motion graphics will be explored. Students will create typographic designs for both page and screen layout.

Conditions of Enrollment:

Course Length: Full Term

Hours Lecture (per week):   2
Hours Laboratory (per week):   4
Outside Study Hours: 4
Total Hours: 108

Course Units: 3

Grading Method: Letter Grade only
Credit Status: Credit, degree applicable

Transfer CSU: Yes   Effective Date: Prior to 7/1992
Transfer UC: Yes   Effective Date: Fall 2010

General Education:
ECC
Term: **Other:**

CSU GE:
Term: **Other:**

IGETC:
Term: **Other:**

II. Outcomes and Objectives

A. Student Learning Outcomes (SLOs) (The course student learning outcomes are listed below.)
Student Learning Outcomes:

SLO #1 Evaluation of Design
Students will be able to evaluate typographic designs for audience, meaning and effectiveness.

SLO #2 Typographic Vocabulary
Students will be able to demonstrate comprehension of typographic vocabulary by evaluating examples of design.

SLO #3 Letterforms
Students will be able to demonstrate knowledge of letterforms and their appropriate usage in typographic compositions.

B. Course Objectives (The major learning objective for in this course are listed below)

1. Identify the origins of the alphabet and families of type.
2. Identify the components and structure of letterforms.
3. Identify methods of lettering and typesetting from calligraphy to digital.
4. Demonstrate application of typographic measurements.
5. Identify and demonstrate use of appropriate rulers, tools, and materials.
6. Analyze type usage in print, advertising, web design, and motion graphics.
7. Compose layouts for page and screen using design principles.
8. Demonstrate use of display and text type in comps for print and screen.
9. Assess the purpose, scope, and specifications of a design project and formulate solutions by applying the appropriate technical and creative strategies.
10. Establish work schedules and prioritize tasks in order to satisfy production timelines.
11. Translate preliminary "thumbnail" sketches into finished comps.
12. Present finished comps using mounts and maps.
13. Assess, discuss, and critique student designs.

III. Outline of Subject Matter
(Topics should be detailed enough to enable an instructor to determine the major areas that should be covered to ensure consistency from instructor to instructor and semester to semester.)

Major Topics

I. History, analysis, and production of letterforms (8 hours, lecture)
   A. Strokes, joins, endings, module, pen scale, proportion, ratios, weights, ductus, dynamics, pen angle, pen, ink and paper.
   B. The Roman alphabet
   C. Written hands/Calligraphy (formal, casual and versals; chancery, uncial, Carolingian, round hand and others)
   D. Modern faces and families/lettering (Roman, Gothic, Grotesque, Serif, Sans Serif)

II. History, analysis, and production of letterforms (16 hours, lab)
   A. Strokes, joins, endings, module, pen scale, proportion, ratios, weights, ductus, dynamics, pen angle, pen, ink and paper.
   B. The Roman alphabet
   C. Written hands/Calligraphy (formal, casual and versals; chancery, uncial, Carolingian, round hand and others)
   D. Modern faces and families/lettering (Roman, Gothic, Grotesque, Serif, Sans Serif)

III. Methods and history of typesetting (2 hours, lecture)
   A. Hand setting
   B. Phototypesetting
   C. Digital typesetting

IV. Methods and history of typesetting (4 hours, lab)
   A. Hand setting
   B. Phototypesetting
   C. Digital typesetting

V. Typographic terms and measurements (2 hours, lecture)
   A. Points and picas
   B. Units
   C. Type size, x-height, letterspacing, word spacing, leading, kerning, line length
   D. Paragraph alignment and justification, indents

VI. Typographic terms and measurement (4 hours, lab)
   A. Points and picas
   B. Units
   C. Type size, x-height, letterspacing, word spacing, leading, kerning, line length
   D. Paragraph alignment and justification, indents

VII. Tools for the designer (2 hours, lecture)
   A. Typesetting ruler
   B. Pens, pencils, paper, board
   C. Cutting instruments
   D. Glues
   E. Mounts and mats, covers and flaps

VIII. Tools for the designer (4 hours, lab)
   A. Typesetting ruler
   B. Pens, pencils, paper, board
   C. Cutting instruments
   D. Glues
   E. Mounts and mats, covers and flaps

IX. Examples of type usage in different media: printed matter, signage, advertising, web design, motion graphics for television and film (2 hours, lecture)

X. Examples of type usage in different media: printed matter, signage, advertising, web design, motion graphics for television and film (4 hours, lab)

XI. Examples of type usage in different media: printed matter, signage, advertising, web design, motion graphics for television and film (10 hours, lecture)

XII. Examples of type usage in different media: printed matter, signage, advertising, web design, motion graphics for television and film (20 hours, lab)

XIII. Display and text type in finished comps (8 hours, lecture)
   A. Recognize content, purpose, and scope of design task
   B. Establish work schedules
   C. Produce preliminary sketches
   D. Mount and mat final presentations

XIV. Display and text type in finished comps (16 hours, lab)
A. Recognize content, purpose, and scope of design task
B. Establish work schedules
C. Produce preliminary sketches
D. Mount and mat final presentations

XV. Analysis and Criticism (2 hours, lecture)
A. Process and technique
B. Proportion and accuracy
C. Composition and structure
D. Concept development and creativity

XVI. Analysis and Criticism (4 hours, lab)
A. Process and technique
B. Proportion and accuracy
C. Composition and structure
D. Concept development and creativity

Total Lecture Hours: 36
Total Laboratory Hours: 72
Total Hours: 108

IV. Primary Method of Evaluation and Sample Assignments

A. Primary Method of Evaluation (choose one):
3) Skills demonstration

B. Typical Assignment Using Primary Method of Evaluation
Analyze the layout and use of type in a particular magazine. Use a typographic ruler to measure point size, leading, column width, gutters and margins. Identify fonts used. Recreate the grid on a blank piece of paper.

C. College-level Critical Thinking Assignments
Critical Thinking Assignment 1:
Produce a series of distinct comprehensive roughs of possible arrangements of a text body and caption. Determine the strongest unified structure and effective placement in a given format.

Critical Thinking Assignment 2:
Given the copy and art for an editorial page, analyze the graphic structure of a particular historical period and produce a contemporary page layout with a feel of the historical period.

D. Other Typical Assessment and Evaluation Methods
Class Performance, Homework Problems, Other (specify), Quizzes

V. Instructional Methods
Demonstration, Discussion, Lab, Lecture, Multimedia presentations, Other (specify)
If other:

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. Work Outside of Class
Problem solving activity, Skill practice
If Other:

VII. Texts and Materials

A. Up-to-date Representative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".)
Ilene Strizver, Type Rules, 4th ed., Wiley, 2013. (Discipline standard)

B. Alternative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".)

C. Required Supplementary Readings

D. Other Required Materials

VIII. Conditions of Enrollment

A. Requisites (Course Prerequisites and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite:
Category:

Requisite course(s): List both prerequisites and corequisites in this box.

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

B. Requisite Skills: (Non-Course Prerequisite and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite:

Requisite and Matching Skill(s): Bold the requisite skill(s). If applicable

C. Recommended Preparations (Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite course:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

D. Recommended Preparation (Non-Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable

E. Enrollment Limitations
Enrollment Limitations and Category:
Enrollment Limitations Impact:

Course Created by: Rodman de la Cruz on 04/01/1988

Original Board Approval Date:

Last Reviewed and/or Revised by: Andrea Micallef   Date: 02/02/2021

Last Board Approval Date: 06/21/2021