



**EL CAMINO COLLEGE**  
**COURSE OUTLINE OF RECORD – Approved**

**I. Course Information**

**Subject:** ART  
**Course Number:** 230  
**Descriptive Title:** Typography II  
**Division:** Fine Arts  
**Department:** Art  
**Course Disciplines:** Graphic Arts

**Catalog Description:**

This course continues the study of typographic and lettering fundamentals including the Roman alphabet and its various categories, families, and related fonts. Emphasis is placed on creative problem solving including self-generated project themes and solutions, inventive production strategies, and experimentally derived aesthetic content. The creation and presentation of a portfolio of art work is also included.

**Conditions of Enrollment:**

**Prerequisite:** Art 131 with a minimum grade of C

**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 07/1992  
**Transfer UC:** No Effective Date:

**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.)**

#### SLO #1 Create and Evaluate

Students will demonstrate the ability to create and evaluate typographical designs for audience, meaning and effectiveness.

#### SLO #2 Creative Typesetting

Students will be able to develop a personal typographic aesthetic based on an understanding of creative typesetting.

#### SLO #3 Critical Analysis

Students will demonstrate ability to recognize and critically analyze a work based on the typographic rules and principles in graphic design projects.

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

1. Create letters, cards, booklets, and similar items using different type categories, families, and related fonts.
2. Identify and use historical, modern, and transitional Roman letters in complex layout arrangements.
3. Construct letters, words, and phrases using basic strokes, stroke angles, spacing, joins, endings, pen scales, ratios, weights, and dynamics.
4. Conceive, design, and produce lettering projects employing roughs, revised roughs, and finished comprehensives.
5. Properly use the tools, materials, and techniques of lettering in conjunction with type sources, models, and specimens.
6. Conceive, design, and produce a body of lettering projects to be presented in portfolio form.

## **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. Review of the Structure, Characteristics, and Identification of the Alphabet (2 hours, lecture)**

- A. Roman: historical, modern, and transitional; serifs, and sans serifs
- B. Hand-Written: Calligraphy (formal, casual, versals, chancery, uncials, Carolingians, and others)
- C. Miscellaneous: Gothic and Grotesque

#### **II. Review of the Structure, Characteristics, and Identification of the Alphabet (4 hours, lab)**

- A. Roman: historical, modern, and transitional; serifs, and sans serifs
- B. Hand-Written: Calligraphy (formal, casual, versals, chancery, uncials, Carolingians, and others)
- C. Miscellaneous: Gothic and Grotesque

#### **III. Review of the Construction of Letters, Words, and Phrases (2 hours, lecture)**

- A. The six basic strokes, stroke angles, spacing, joins, endings, pen scale, ratios, weights, and dynamics

#### **IV. Review of the Construction of Letters, Words, and Phrases (4 hours, lab)**

- A. The six basic strokes, stroke angles, spacing, joins, endings, pen scale, ratios, weights, and dynamics

**V. Review of Production Methods (4 hours, lecture)**

- A. Determination of project purpose and scope
- B. Creation of roughs, revised roughs, and finished comprehensives
- C. Utilization of materials, tools, and techniques
- D. Reference sources, models, and specimens

**VI. Review of Production Methods (8 hours, lab)**

- A. Determination of project purpose and scope
- B. Creation of roughs, revised roughs, and finished comprehensives
- C. Utilization of materials, tools, and techniques
- D. Reference sources, models, and specimens

**VII. Creation and presentation of a Portfolio (28 hours, lecture)**

- A. Conception, production, and presentation of lettering projects
- B. Proper preparation of art work for consistency of presentation
- C. Displaying sufficient quantity, quality, and variety of art work
- D. Selection of mat boards and other presentation materials
- E. Guidelines for assembling and submitting portfolios

**VIII. Creation and presentation of a Portfolio (56 hours, lab)**

- A. Conception, production, and presentation of lettering projects
- B. Proper preparation of art work for consistency of presentation
- C. Displaying sufficient quantity, quality, and variety of art work
- D. Selection of mat boards and other presentation materials
- E. Guidelines for assembling and submitting portfolios

<b>Total Lecture Hours:</b>	36
<b>Total Laboratory Hours:</b>	72
<b>Total Hours:</b>	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**

Select ten Roman letters and construct five of the letters utilizing serifs and five utilizing sans serifs. Finish and properly display the results.

**C. College-level Critical Thinking Assignments**

**Critical Thinking Assignment 1:**

Conceive, design, and produce an accordion book. Include original material content which may be text combined with art work or exclusively text. Present roughs and discuss the aesthetic and technical choices for the finished book.

**Critical Thinking Assignment 2:**

Layout and construct at least ten Roman letters. Distinguish among historical, modern, and transitional types and create sets representing each type.

**D. Other Typical Assessment and Evaluation Methods**

Class Performance, Homework Problems

## **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**

Journal (done on a continuing basis throughout the semester), Problem solving activity, Required reading, 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: Prerequisite

Category: sequential

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

Art 131

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

**Identify and demonstrate use of basic lettering tools and materials**

ART 131 - Identify and demonstrate use of appropriate rulers, tools, and materials.

**Compose layouts for page and screen using design principles**

ART 131 -Compose layouts for page and screen using design principles.

**Ability to identify the origins of the alphabet and families of type, components and structure of letterforms, methods of lettering and typesetting from calligraphy to digital.**

ART 131 - Identify the origins of the alphabet and families of type.

ART 131 -Identify the components and structure of letterforms.

ART 131 -Identify methods of lettering and typesetting from calligraphy to digital.

**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: 02/08/2021

Last Board Approval Date: 06/21/2021