

Bemidji State University

TADD 3578: Typography

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A theoretical and practical study of the visual nature and expressive potential of digital type forms as a fundamental tool of the graphic designer. Students also practice digital print production that includes preparation of all digital typographic and/or graphic assets, and digital layout assembly to create single, spot, and process color documents. Prerequisites: TADD 2440 or consent of instructor.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. ? Letterform Construction; Typography Specifications and Style Sheets functions for InDesign/Illustrator; Psychology of Type and Color; Layout and the Grid/Modular Structure; Creation of Grid for InDesign/Illustrator; Type Hierarchy in Layout/Design; Integration of Type and Image for InDesign/Illustrator; Design Principles for Typography; Rules of Function as it relates Exhibit Design, Print and Digital Design; Digital Control of Typography and Layout; Function of Practice of Proofreading; Impact of Graphic File Formats on Typography

D. LEARNING OUTCOMES (General)

1. ¿ Student will demonstrate an understanding of the symbolic meaning of letterforms, expressive power of the solitary letter and its influence and relationship with the written word and its ability to communicate an idea.
¿ Student will demonstrate an understanding of the processes employed by artists who use typography as well as techniques for organization of typographic forms.
¿ Student will practice the thought process or systematic way of approaching a problem presented (i.e. grid/modular structure).
¿ Student will demonstrate an understanding of relationship of typography and the grid t

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted