Bemidji State University

TADD 2300: Introduction to Typography

A. COURSE DESCRIPTION
   Credits: 2
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   Great typography is timeless. While technology is inevitably going to change, setting great type has more to do with creativity and aesthetics than technology. This hands-on course explains clearly how typography works and is an introduction to the expressive and functional use of typography. Topics include typographic terms and techniques, early writing systems as well as computer-generated type and fonts. Activities help students learn the essential concepts and skills needed to use and create type.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. The history of type
   2. Physical attributes of type
   3. Type family classification
   4. Legibility and readability
   5. Layout design aspects
   6. Using grids
   7. Typography in a digital environment
   8. Designing type
   9. Creative uses of type
   10. Encouraging Everyday Creativity

D. LEARNING OUTCOMES (General)
   1. classify ancient writing systems, early typefaces, and contemporary letter styles.
   2. identify the anatomy and categories of letterforms.
   3. create type designs that demonstrate understanding of different typestyles.
   4. utilize font management software and digital font technology.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted