Bemidji State University

TADD 3040: Typography: Digital Typefaces

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course will provide 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 will practice the preparation and production of digital typographic and graphic assets. Work will include digital illustration, layout, and export for online use as well as for print production with current technologies. Prerequisite(s): TADD 2300

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. History and current trajectory of digital typefaces, including OpenType, super families, and variable fonts.
2. Grids and layout systems, CSS and style sheets, responsive typography, and dynamic typography.
3. Digital type illustration and content creation for print and web.

D. LEARNING OUTCOMES (General)

1. analyze the history of predigital and digital typeface design.
2. identify and apply the current best practices in digital typographic layout.
3. develop a personal sketchbook collection of copied and original letter forms and designs.
4. compose and submit an original typeface design for print and online formats.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted