Bemidji State University

TADD 4800: Advanced Typography

A. COURSE DESCRIPTION
   Credits: 2
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   This class is an advanced exploration of the elements and forms of typography. We will address the role of these elements as highly abstracted symbols that nevertheless function as the vehicle for the most literal and expressive communication. This class is an opportunity for advanced design students to develop portfolio quality pieces which demonstrate their breadth of expression as well as their personal aesthetic of type. Prerequisite(s): TADD 3020, TADD 3040.

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

C. OUTLINE OF MAJOR CONTENT AREAS
   1. The history and influence of major contemporary typographic traditions
   2. Formal editing, organization, and composition of complex typographic layouts
   3. Presentation of refined, sophisticated designs in contemporary relevant formats

D. LEARNING OUTCOMES (General)
   1. demonstrate an advanced sensitivity to the formal qualities of letterforms.
   2. develop advanced technical skills for hand and digital type composition.
   3. discuss the wide expressive range of typography as a primary visual, illustrative element.
   4. compose and defend a body of typographic design work.

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

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted