

North Hennepin Community College

ART 2550: Typography

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 3

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

ART 1301 - Two Dimensional Design I

Corequisites: None

MnTC Goals: None

This course explores basic concepts of typography including: history, anatomy and mechanics, copyfitting, legibility, syntax, and communication within the context of process-oriented, problem-solving projects. Students will learn the effective use, importance and impact of typography in graphic design. This is an advanced course in the techniques of typography for graphic design. Students work on projects that involve complex visual ideas and are encouraged to develop a personal style in their visual communication. Students will demonstrate and incorporate the techniques and theories of typographic design in design projects, develop skill in typographic design and proficiency using computer graphics in design projects, critically and competently evaluate and analyze design projects that incorporate typographic elements, and creatively solve typographic design problems.

B. COURSE EFFECTIVE DATES: 05/13/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Adobe Illustrator and the Macintosh computer are used as the primary tools for digital typographic projects. Other software may be used as capabilities evolve, such as Glyphs or other font-makers.
2. Type design projects will emphasize font and written messaging as primary visual elements.
3. The history, language and mechanics of typography are introduced.
4. Both traditional and digital applications are used as primary tools for typographic exploration projects.
5. A variety of design projects will be assigned to explore the use of type as the primary design element in graphic design as well as a supportive role.
6. Traditional typesetting practices and proper typesetting form are also an important part of this course.
7. Peer and instructor critiques will be used to evaluate and analyze concepts and project execution.

D. LEARNING OUTCOMES (General)

1. Critically and competently evaluate and analyze design projects that incorporate typographic elements. (NHCC ELOs 2, 4; Program Goals 2a, 2b, 2c, 4c)
2. Demonstrate and incorporate the techniques and theories of typographic design in design projects. (NHCC ELOs 1, 2; Program Goals 1a, 2c)
3. Develop skill in typographic design and proficiency using computer graphics in design projects. (NHCC ELOs 1, 2; Program Goals 1a, 2c, 2d)
4. Creatively solve typographic design problems. (NHCC ELOs 1, 2, 4; Program Goals 1a, 2c, 4a, 4c)

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

1. Knowledge of Human Cultures and the Physical and Natural World--Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills--Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
4. Integrative and Applied Learning--Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community.