COAR 1602: Typography

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course creates an awareness of the power of type and how it is used to communicate ideas. The focus of this course is proper font usage and creative manipulation. Corequisite: COAR1604.

B. COURSE EFFECTIVE DATES: 12/05/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understand and apply ABA form.
2. Discuss common layout problems.
3. Employ subdivision in layouts.
4. Discuss which fonts work together.
5. Create a timed layout.
7. Develop logos design strategies.
8. Articulate and verbalize the ‘whys’ of your design.

D. LEARNING OUTCOMES (General)

1. The learner will design and print a timed layout.
2. The learner will demonstrate understanding and proficiency using the proportion wheel.
3. The learner will design makeover of an existing brochure.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted