



BROWARD COLLEGE

COURSE OUTLINE

LAST REVIEW: 2010-2011

NEXT REVIEW: 2015-2016

STATUS: A
(A, I, D)

COURSE TITLE: Typographic Design

COMMON COURSE NUMBER: GRA 1201C

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS: 4

(Voc. Course ONLY)

Lecture: **32**

Lab: **32**

Clinic:

Other:

PREREQUISITE(S): ART1300C

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION *(750 characters, maximum)*: This course is an introduction to computerized typography. The emphasis is on the visual effects of type as a design and communication element. Student will form an understanding of the fundamental rules related to type design, such as kerning and leading. The primary focus of the instruction will be in how type is used in contemporary graphic design applications, but some practice in hand lettering will be included as well as a study of how various type styles are designed. Also included, is a study of font management, postscript, and handling of digital files. Students will solve a variety of problems commonly encountered in the production of a body of type for both print and electronic output.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

1. Introduction to Typographic Principles
2. Traditional Typographic Terminology and Lettering
3. Digital Typographic Terminology and Processes
4. Computer Hardware, Software and Peripherals used in Typography
5. Type Composition
6. Font Management and Type File Output
7. Proofing and Correcting Digital Files
8. Kerning, Tracking and Font Editing
9. Projects as Defined by Current Industry Portfolio Requirement, e.g., Book Cover Project, Type to Path Project, Type Style Creation Project
10. Portfolio Review and Critique

EVALUATION:

Upon successful completion of this course, the students should be able to design and incorporate typographic images within various graphic design software applications to create type artwork that communicates effectively.

Common Course Number:**Unit 1.****Introduction to Typographic Principles**

General Outcome:

1.0 The students should be able to demonstrate knowledge of fundamental typographic design principles.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Acquire knowledge of basic type, styles and their characteristics.
- 1.2 Demonstrate appropriate type selections for visual problem solving and communication.
- 1.3 Learn to incorporate typographic elements into Web and multimedia presentation.
- 1.4 Acquire the skills to create effective image-based text elements optimized for screen display.
- 1.5 Acquire knowledge of the unique technical and design requirements of computer-displayed text.

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Unit 2.**Traditional Typographic Terminology & Lettering**

General Outcome:

2.0 The students should be able to define traditional and digital typographic terminology.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 Identify terminology used in traditional typesetting. 2.2 Identify terminology used in digital typesetting. 2.3 Determine hand lettering. 2.4 Practice hand lettering.

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Unit 3.

Digital Typographic Terminology & Processes

General Outcome:

3.0 The students should be able to define digital typographic terminology and processes.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

3.1 Identify terminology used in digital typesetting. 3.2 Determine how type styles are designed.

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Unit 4.

Computer Hardware, Software and Peripherals for Typesetting.

General Outcome:

4.0 The students should be able to identify and understand the computer hardware, software and peripherals used for type production.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Identify computer hardware components used for digital typesetting.

4.2 Identify application software used for typesetting.

4.3 Identify peripherals, including input and output devices for type production.

4.4 Utilizes computer hardware, software and peripherals for type production.

4.5 Save text files in correct format for various applications.

4.6 Prepare files for output with text and correct font files.

Unit 5.**Type Composition**

General Outcome:

5.0 The students should be able to compose type using a computer workstation.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

5.1 Type text using a computer keyboard.

5.2 Input previously composed text into a page layout.

5.3 Describe concepts of page composition on a computer workstation.

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Unit 6.

Font File Organization

General Outcome:

6.0 The students should be able to understand font file types and how to organize fonts on a workstation.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

6.1 Determine and describe concepts of the different font files, e.g., suitcases.

6.2 Install and de-install font files on computer systems. 6.3 Determine and eliminate font conflicts.

Unit 7.

Font Management

General Outcome:

7.0 The students should be able to save to various font file formats.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

7.1 Identify various font files format, e.g., Postscript, screen, and TrueType fonts.

7.2 Determine correct font file formats for specific systems.

7.3 Correct conflicting file formats on computer systems.

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Unit 8.

Proofing and Correcting Digital Files

General Outcome:

8.0 The students should be able to proof and correct digital text files.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

8.1 Utilizes spell and grammar check of computer software.

8.2 Read text files for spelling and grammatical errors.

8.3 Correct spelling and grammatical errors using computer software.

Unit 9.

Kerning, Tracking and Font Editing

General Outcome:

9.0 The students should be able to understand font-editing concepts and be able to perform font editing including spacing and character proportion.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 9.1 Describe the concept of font creation with bezier curves.
- 9.2 Demonstrate knowledge of kerning, letter and word spacing, tracking and font editing concepts.
- 9.3 Apply kerning by editing and saving kerning pairs.
- 9.4 Edit letter and word spacing and tracking.
- 9.5 Edit the proportion of individual characters both horizontally and diagonally.

Unit 10. Digital File Output

General Outcome: 10.0 The students should be able to output digital files.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

10.1 Identify various computerized output devices.

10.2 Utilize various computer output devices for the text production.

10.3 Demonstrate usage of paper masters, film and plates in offset lithography printing.

Unit 11. Typography Projects

General Outcome:

11.0 The students should be able to complete a minimum of three typography projects that are defined by industry portfolio requirements, e.g., book cover, type-to-path, type style creation, etc.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

11.1 Analyze simulated client needs.

11.2 Conduct research.

11.3 Interpret and develop concepts for type treatment.

11.4 Produce roughs.

11.5 Present solutions for approval.

11.6 Produce final type artwork.

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Unit 12. Portfolio Presentation and Critique

General Outcome:

12.0 The students should be able to present final projects to the class and instructor for review.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

12.1 Present final projects to the class using formal presentation and persuasion strategies.

12.2 Accept input from the class and instructor per client requirements and aesthetics.

12.3 Revise artwork for final evaluation.

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