BUTTE COLLEGE
COURSE OUTLINE

I. **CATALOG DESCRIPTION**

ART 32 - Creative Typography   **3 Unit(s)**

Prerequisite(s): NONE
Recommended Prep: NONE

Transfer Status: CSU

34 hours Lecture
51 hours Lab

This course is an introduction to the technical and aesthetic fundamentals of typography and their relationship to the design of effective visual communications. It also includes the study of the letterform, typefaces, copy fitting, software and specification emphasis on creative application.

II. **OBJECTIVES**

Upon successful completion of this course, the student will be able to:

A. Employ a basic typographic vocabulary.
B. Judge and select type appropriate to specific communication goals.
C. Identify famous typographers and their contributions.
D. Manipulating type so that it controls the viewer's eye, thus enhancing the communication process.
E. Discuss origins of type and its historical development.
F. Describe the application of problem solving techniques in design.
G. Utilize the principles of contrast for emphasis in a layout.

III. **COURSE CONTENT**

A. **Unit Titles/Suggested Time Schedule**

Lecture

Topics	Hours
1. Creativity and Design Process	4.00
2. Letterforms as Art	3.00
3. History of Type	3.00
4. The Language of Type	4.00
5. Legibility	4.00
6. Type Composition Alternatives	4.00
7. Typography instead of Illustration	4.00
8. Typography Set to Mood	4.00
9. Famous Typographers	4.00
Total Hours	34.00

Lab

Topics	Hours
1. Creativity and Design Process	6.00
2. Letterforms as Art	6.00
3. History of Type	6.00

4.	The Language of Type	3.00
5.	Legibility	6.00
6.	Type Composition Alternatives	6.00
7.	Typography instead of Illustration	6.00
8.	Typography Set to Mood	6.00
9.	Famous Typographers	6.00
	Total Hours	51.00

IV. <u>**METHODS OF INSTRUCTION**</u>
    A. Lecture
    B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
    C. Demonstrations
    D. Multimedia Presentations
    E. Lab
    F. Publications, books, samples
    G. Handouts
    H. Projects
    I. Critiques

V. <u>**METHODS OF EVALUATION**</u>
    A. Quizzes
    B. Creative Projects
    C. Lab Performance

VI. <u>**EXAMPLES OF ASSIGNMENTS**</u>
    A. Reading Assignments
        1. Research specific Websites for an article relating to typography. Give an oral report in front of the class describing the chosen article.
        2. Read typography handout relating to Web typography techniques. Be prepared to discuss with class.
    B. Writing Assignments
        1. Write an article about a selected typographer for Communication Arts magazine. Your article could appear in either the "Design Pioneers" or "Typography" column. It should be approximately 600-800 words in length.
        2. Explore the work of a type designer through research, writing and design. Incorporate content into a visual design.
    C. Out-of-Class Assignments
        1. Use a camera to photograph typography in a specific area of your community. Share photographs with the class.
        2. Watch "Helvetica" video and write a one page critique of the video.

VII. <u>**RECOMMENDED MATERIALS OF INSTRUCTION**</u>
    Materials Other Than Textbooks:
    A. Tracing Paper
    B. Web sites
    C. Tutorials
    D. Readings given as handouts
    E. Reference Publications and Books for students who want to do further research.

Created/Revised by: Daniel Donnelly
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