

Montgomery County Community College
 ART 135
 Typography
 3-2-2

COURSE DESCRIPTION:

A study of the fine art and craft of typography. Students will explore the history and evolution of type, noted typographers, the shape and function of letterforms, and letters, words and sentences as an integral element of communication and graphic design problem solving.

REQUISITE(S):*Previous Course Requirements*

- * ENG 010A Basic Writing or ENG 011 Basic Writing II or ESL 011 Basic Writing II with a minimum grade of "C"
- * REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II with a minimum grade of "C"
- * ART 148 Introduction to Visual Communication

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Demonstrate skills in typographic design and type usage.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
2. Demonstrate proficiency in the use of tools, equipment, software and other technology addressed in the studio.	Studio Work Lectures Demonstrations Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Illustrate an understanding of the basic concepts of typographic design as demonstrated in cumulative studio activities.	Studio Work Lectures Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Portfolio Assessment
4. Analyze visual content and hierarchy.	Studio Work Lectures Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
5. Integrate perceptual skills of an expanded visual vocabulary through experimentation and individual expression.	Studio Work Lectures Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
6. Articulate, both verbally and in writing, critical assessment of the aesthetics of typographic design.	Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Student Presentations and Exhibitions
7. Understand the visual language of graphic design through dialogue generated by classroom discussions, demonstrations, critiques, and outside reading assignments.	Lectures Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. Course Introduction
2. The History of the Letterform
3. Typesetting Methods
4. Digital Font Management
5. Typeface Recognition
6. Letter Spacing
7. Measuring Systems and Grids
8. Copyfitting
9. Conceptual Development
10. Page Layout

LEARNING MATERIALS:

No required textbook.

Incidental art supplies and digital storage media. Complete materials list to be supplied by instructor.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Frank Short	Date: 5/1998
Revised by: Frank Short	Date: 4/2001
Revised by: Frank Short	Date: 2/11/2008
Revised by: Frank Short	Date: 2/9/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 6/18/2013
Revised by: Frank Short	Date: 8/7/2017
VPAA/Provost or designee Compliance Verification:	Date: 8/7/2017



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.