

Course Code: ART 105

Course Title: Typography

Department: Arts, Media, and Social Sciences

Effective Date: Summer 2026

PCS Code: 1.1 - Baccalaureate/Transfer

CIP Code: 50.0409

Repeatability: 0

Credit Hours

Catalog Notation: 2-2-3

Credit Hour Distribution:

Lecture: 2

Lab: 2

Clinical: 0

Total: 3

General Course Information

Catalog Description

Introduction to creative typography for visual communication. Create typographic compositions using Adobe Creative Suite for print and web. Emphasis on terminology, typographic traditions, type aesthetics, hierarchy and navigation.

General Course Objectives

Identify, select, and apply typefaces to visual communication projects. Discuss terminology, traditions, and history of typography. Utilize digital tools to manipulate type in visual communication projects for print and web. Create multi-page visual communication materials for print production.

Minimum Placement Levels

English	Reading	Math
Placement out of ENG 098	Placement out of CCS 098	None

Prerequisites

None

Methods of Evaluation

Weekly Exercises, tutorials, and/or small-scale studies will be given to introduce and develop the student's understanding and proficiency of course concepts and skills. A minimum of 3 projects will be assigned to apply the concepts discussed in lecture and introduced in exercises, tutorials, and readings. Project assignments form the basis of the student's portfolio. Given this importance, projects will be graded on the use of (1) effective design principles, (2) expressive creativity, (3) thoughtful concept, (4) well-executed craftsmanship, and (5) adherence to project objectives and guidelines. At least one objective exam will test the student's retention and comprehension of the theoretical and critical material presented in exercises, lectures, and readings.

Instructional Materials and Additional Supplies

Type Rules, by Ilene Strizver, 978-1118454053

Course Content

General Learning Outcomes (GLOs)

- Creativity and Innovative Thinking: Students will design, present, and interpret materials, information, and ideas in innovative ways.
- Technology: Students will demonstrate the ability to evaluate, select, and appropriately use current and emerging tools.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Principles of Typography	1. Apply the principles of typography (unity, emphasis, balance, hierarchy, readability) to visual communication projects. 2. Apply the traditions and conventions of typesetting (spacing, kerning, line length, alignment, initial caps, mixing type).	4	5	0
History of Typography	1. Explain the significance of major historical milestones (metal type, phototype, digital type). 2. Recognize important historical designers in type history. 3. Explain the difference between serif, sans-serif, slab serif, script, and blackletter typefaces.	4	0	0
Elements of Type Design	1. Apply the principles of typography (unity, emphasis, balance, hierarchy, readability). 2. Apply the traditions and conventions of typesetting (spacing, kerning, line length, alignment, initial caps, mixing type).	3	3	0
Design Research	1. Define project goals through research and analysis. Define marketing goals, target audience, and character/style of the project. 2. Communicate the design intent of the project. 3. Recognize the importance of researching the latest trends in type and technology for inspiration.	2	3	0
The Creative Process	1. Conceptualize an idea, theme, or message for projects by creating thumbnail sketches and wireframes. 2. Utilize the sketchbook as a conceptual development tool to develop variations on a theme, and to analyze and test different ideas.	2	3	0
Digital Workflow in Adobe Creative Suite	1. Execute concepts by producing comprehensive layouts with attention to craftsmanship. 2. Utilize appropriate digital tools to import/export a variety of file formats, manipulate pixel/vector art, and apply and control color. 3. Troubleshoot basic print/web production issues.	10	10	0
Principles of Composition	1. Apply principles of composition to visual communication projects, such as unity, variety, movement, emphasis, rhythm, balance, proportion, and scale.	4	3	0
Portfolio Preparation	1. Evaluate success of projects in written and verbal critiques. 2. Produce a record of the entire creative process in a process book.	1	3	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
30	30	0