



### **Course Description**

#### **GRA1206C | Typography Fundamentals | 4.00 credits**

The student will design with type in this introductory course. The student will examine readability vs. legibility, the history of type, type anatomy, and how to classify type into groups. The student will examine typographic layout design and how the principles of design apply. Studio projects will introduce the student to expressiveness through typographic creativity, symbolism and abstraction to express a given topic or design solution.

### **Course Competencies:**

**Competency 1:** The student will catalog typefaces during guided lessons and assignments by:

1. Categorizing the major typeface groups
2. Identifying the typeface family by naming distinguishing characteristics
3. Classifying variations of width, weight, and posture within a family
4. Identifying the font based on visual characteristics

**Competency 2:** The student will manipulate typographic legibility attributes during guided lessons and assignments by:

1. Customizing hyphenation and justification
2. Adjusting kerning and tracking between characters
3. Eliminating widows and orphans in paragraphs of type
4. Hanging the punctuation beyond paragraph margins

**Competency 3:** The student will structure a visual hierarchy in a typographic design by:

1. Emphasizing major elements using scale, weight, position, and/or isolation
2. Grouping related items by proximity and separating them using spacing
3. Paginating related elements within page breaks

**Competency 4:** The student will create typographic designs expressing abstract concepts during guided lessons and assignments by:

1. Using symbolism and abstraction to express the given topic, avoiding literal solutions
2. Applying color, weight, size, position, and font design variations
3. Emphasizing visual elements using the principles of contrast, unity, and variety

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities