

GRDSN 151

COURSE LEARNING OUTCOMES (CLOs)

1. Research typographic forms
2. Convey a message visually with typography
3. Format type for various types of content
4. Apply conventional formatting
5. Employ measurements describing letterform size, spacing and line measure
6. Manage text in multipage layouts
7. Create expressive visual elements from typographic forms

Course Outline

In this course, students are required to demonstrate the following competencies at an introductory level of proficiency:

- I. Research the typographic form
 - A. Identify and compare character anatomy
 - B. Research the historic development of the family classifications of type
 - C. Compare typefaces for optimum readability
 - D. Compare typefaces for visual mood and personality
 - E. Choose typefaces that visually facilitate communication of the client message
- II. Use typography to visually convey a message
 - A. Identify the personality of a font
 - B. Show the differences between counter space, x height, ascenders and descenders with various font families that would characterize a message
 - C. Match a font to the subject matter of a project
- III. Format type for visual display of various type of content
 - A. Differentiate between display and text content
 - B. Analyze content to determine the number of different typographic elements
 - C. Use type formatting to reveal hierarchy of information
- IV. Apply conventional formatting
 - A. Format headlines with correct line breaks, leading, alignment and kerning
 - B. Format paragraphs for optimum text readability
 - C. Apply conventional punctuation
 - D. Correctly choose and format special characters
 - E. Format type in multiple-column page compositions
- V. Employ measurements describing letterform size, spacing and line measure
 - A. Define the size of letterforms in units appropriate to the medium
 - B. Define spacing, line, word, and letter, in units appropriate to the medium
 - C. Assign line measure controls appropriate for print or electronic display
 - D. Configure type formats to emphasize initial letters or words
- VI. Manage text in multipage layouts
 - A. Apply text threading to flow text into multiple pages in a document
 - B. Insert jump lines in threaded stories to direct readers

- C. Create a table of contents and designate items for inclusion
- D. Create an index and tag appropriate entries

VII. Use typographic forms to create expressive visual elements

- A. Differentiate between visual and textual messages
- B. Flow type into irregular shapes
- C. Create a typographic logo
- D. Create a 3-dimensional type composition
- E. Create an animation using type