



# HOUSATONIC COMMUNITY COLLEGE

**Course: Typography**

**Course Number: GRA\* 202**

**Credit: 3**

**Course Description:** A course that builds on the knowledge and skills developed in GRA\* 151, and broadens focus to include the use of typography in design solutions. Students will learn typographic anatomy, identification, measurement, terminology, specification, and classification. Concentration on the creation, hierarchy, and navigation of type design. This course includes traditional design studio practices, use of contemporary graphic design software, and design of visual architecture for multiple platforms.

**Prerequisite:** GRA\* 151 (Graphic Design-1) and recommend GRA\* E111 (Computer Graphics)

## **General Education Competencies Satisfied:**

**HCC General Education Requirement Designated Competency Attribute Code(s):**

None

**Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:**

None

**Embedded Competency(ies):**

None

**Discipline-Specific Attribute Code(s):**

FINA                      Fine Arts elective

## **Course objectives:**

**General Education Goals and Outcomes:**

None

**Course Objectives:**

### **Course Specific:**

1. Apply fundamental typographic design concepts.
2. Engage students in the process of sketching, rendering and composing with type.
3. Demonstrate the ability to design using traditional and new media.
4. Demonstrate the ability create client specific solutions to design problems.
5. Identify and describe type classification.
6. Identify and utilize standard typographic.
7. Utilize standard techniques and materials to create solutions to assignments.
8. Demonstrate knowledge of the history of typography.

9. Discuss and use principles of typography to solve visual communication problems.

**Course Content:**

**1. Typographic History:**

- a. Introduction to understanding type
- b. Understanding the history of type.
- c. Type classifications
- d. Type styles
- e. Type designers

**2. The Anatomy of Type:**

- a. Understanding the structure and design of type
- b. Size and measure
- c. Letterform drawing

**3. Hierarchy:**

- a. Use of size, weight and color
- b. Orientation and contrast
- c. Expressive use of type
- d. Creating a pathway/navigating with type.
- e. Design concepts, professional examples, and case studies.

**4. Designing with Type:**

- a. Traditional to computer.
- b. Spacing
- c. Punctuation
- d. Differentiation for emphasis.
- e. Visual weight
- f. Employing typeface combinations.
- g. Kerning, Tracking and Hyphenation.
- h. Proofreaders marks.

**5. Digital Design:**

- a. Use of new media, hardware and common software.
- b. Legibility
- c. Formatting type using Adobe software.
- d. Fonts and font libraries.