COURSE TITLE: Typography

COURSE NUMBER: DSN315

I. RATIONALE:

Understanding how typography works, both aesthetically and as a communication tool, is necessary for all designers. This course is an introduction to typography with an emphasis on print media.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A Review the background of contemporary typography

Learning Outcomes: The student will:
A-1 Understand the history of typography
A-2 Understand how historical typography affects type styles/fonts/families today
A-3 Understand the parts of the typography forms and how they relate to styles/fonts/families

GOAL B To understand type styles/fonts/families in the context of the page and the text

Learning Outcomes: The student will:
B-1. Learn to choose typography that communicates the intent and content desired
B-2. Learn to choose typography that works with the page as an aesthetic whole

GOAL C To produce several portfolio-quality pieces

Learning Outcomes: The student will:
C-1. Improve technical skills in several design programs
C-2. Practice critical thinking skills on specific aesthetic and communications exercises

III. SUPPLEMENTAL GOALS:

To learn how to think, how to take an idea, focus it and bring it to the printed page so it communicates the desired message.

IV. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.
External Storage Requirement:
Students are required to supply their own external storage (ie., SD card, external hard drive, etc.) See Course Blackboard for instructor’s directive for your course. Memory cards are NOT supplied with cameras and video equipment.