

COURSE INFORMATION

COURSE PREFIX/NO: **CGC 278**
COURSE TITLE: **TYPOGRAPHY**
LEC HRS/WEEK: 3.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course is a study of letterform's history, creative, and practical use. The emphasis is on classical, psychological, and creative use of type to solve visual problems.

COURSE COMPETENCIES

Upon successful completion of this course, a student should be competent to perform the following tasks:

Module 1: Evolution of Typography

- Document key printing developments between 8000 BC to the 20th century.
- Describe key typeface designers and their contribution to type development.
- Identify the basic tools used for hot metal type.
- Compare the differences between photo type and hot metal type.
- Identify the major parts or anatomy of letterforms.
- Recognize the historical classifications of type forms.
- Describe the visual elements used to create a family of typefaces.
- Demonstrate the use of specific type measurement systems.

Module 2: Syntax and Communication

- Demonstrate the use of a single letterform as a graphic element.
- Create positive and negative elements by combining multiple letterforms.
- Develop a page composition using a line or lines of words.
- Identify the grid system, columns, and margins and how they are used.
- Format a layout using typographic spacing concepts and principles of organization.
- Demonstrate the use of visual hierarchy in a layout with type as the only element.

Module 3: Legibility, Readability, & Digital Technology

- Identify the characteristics of letters and how they affect comprehension and recognition.
- Demonstrate the effects of using capitals and lowercase letters in a layout.
- Develop method for color selection used in type forms that creates a harmonious layout.
- Identify electronic page design issues regarding legibility and readability.
- Identify webpage design and webpage issues regarding legibility, readability and updating
- Demonstrate the differences between inkjet and laser printing technology.
- Identify the contributions and benefits of TrueType, OpenType and other Postscript types.

COURSE REQUIREMENTS

All students are responsible for attaining competencies through completion of the following course requirements:

- A. Attend class on time
- B. Bring required storage media and text to class
- C. Submit completed projects
- D. Complete all exams and quizzes
- E. Complete assigned exercises in class or outside of class
- F. Complete lab assignments and digital portfolio (PowerPoint)
- G. Read assigned material in text and on the internet

ATTENDANCE POLICY

The attendance policy as stated in the *York Technical College Catalog and Handbook* will be enforced. Attendance is required on test days unless the student has a doctor's excuse, death notice, etc., indicating an unusual circumstance for absence. If a student knows that he/she must be absent on a test day, the student should make arrangements with the instructor to take the test before the absence.

ACADEMIC INTEGRITY

The policies stated in the *York Technical College Catalog and Handbook* will be enforced. Any student violating the policy will be subject to academic discipline. Anyone caught cheating will automatically get a 0 grade for the assignment.

EVALUATION STRATEGIES/GRADING PROCEDURE

A minimum grade of C is required for the Digital Design Certificate.

GRADING SCALE

<u>Module 1</u>		<u>Final Project</u>		<u>GRADING SCALE</u>
Test(s)	5%	Project(s)	35%	A = 90-100
Project(s)	15%	Presentation	5%	B = 80-89
				C = 70-79
				D = 60-69
				F = 0-68
<u>Module 2</u>				
Test(s)	5%			
Project(s)	15%			
<u>Module 3</u>				
Test(s)	5%			
Project(s)	15%			

PREREQUISITES

ENG 100 and RDG 100 or equivalent – Minimum grades of “C”

CO-REQUISITES

AOT 162 (or may be taken prior to this course)

DISABILITIES STATEMENT

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Office (SRO) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.