

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

TYPOGRAPHY
CGT 1110

Class Hours: 3.0

Credit Hours: 3.0

**Laboratory
Hours: 0.0**

**Date Revised: Summer
01**

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

A study of the basics of typography including history, font designs, functional and expressive applications for graphic design. Introduction to the use of computerized equipment emphasized.

Entry Level Standards:

Must be able to read and write at the college level.

Prerequisite:

CGT 1030

Corequisite:

CGT 1100 or consent of instructor

Textbook(s) and Other Reference Materials Basic to the Course:

Textbook: None

Reference: The Macintosh Font Book, Latest Edition, Peachpit Press Designing with Type by James Craig

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction / scope of course / type basics
2	Origins of the Alphabet / The Families of Type
3	Units of Measure
4	Old Style Roman, Garamond
5	Transitional Roman, Baskerville
6	The Egyptians / Sans Serifs
7	Sans Serifs, Helvetica, Futura, Avant Garde, et al; Mid-Term Review
8	Mid-Term Exam; Typographic composition / Size, Position, Weight, Direction
9	Legibility / Kerning, Wordspacing, Letterspacing, Leading

- 10 Postscript / True Type
- 11 Font Management / Font Installation, Buying Fonts
- 12 Type Tips / QuarkXpress, Freehand and/or Adobe Illustrator / Font Problems
- 13 Expressive typography / Creating and enhancing typefaces
- 14 Final project production; Final Exam Review
- 15 Final project presentation
- 16 Final Exam

This syllabus is subject to modification by instructor to best meet the educational progression of the students in this course.

II. Course Objectives*:

- A. Understand typographic history, selection and application. I, II, IV
- B. Understand typographic controls and nomenclature from historical and contemporary perspectives. I, II, III
- C. Develop typographic skills using Macintosh technology. I, II, IV
- D. Understand and apply the functional and expressive potential inherent to typographic form. I, II

*Roman numerals after course objectives reference goals of the CGT program.

III. Instructional Processes*:

Students will:

1. Design and produce a self-promotion device utilizing the principles of effective typographic communication. *Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies*
2. Examine and research a particular roman font or font designer of historical significance and incorporate findings and related elements into a two-dimensional project and presentation. *Problem Solving and Decision-Making Outcome, Information Literacy Outcome, Active Learning Strategy*
3. Analyze letterforms, glyphs, and characters of various languages, both historical and contemporary, and design pseudo characters for a font or alphabet. *Problem Solving and Decision-Making Outcome, Cultural Diversity and Social Adaptation, Information Literacy Outcome, Active Learning Strategy*
4. Design and execute a newsletter format that includes edited text information. *Communication Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies, Transitional Strategy*
5. Develop a speculative logotype for an existing non-profit service provider utilizing existing fonts. *Communication Outcome, Problem Solving and Decision-Making Outcome, Cultural Diversity and Social Adaptation, Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Use the Macintosh computer as a design and production tool, applying the options and expressive capabilities of that technology. D
2. Demonstrate the mastery of typographic concepts and digital technology sufficient to produce basic desktop publishing. C, D
3. Incorporate visual perception, gestalt theory and other objective criteria as a basis for effective typographic design. B, C
4. Identify the historical and cultural aspects of the alphabet, significant designers, and the classic fonts. B
5. Design with both text and display copy. C, D
6. Demonstrate the ability to precisely and accurately articulate design evaluation in both oral and written formats. A, B
7. Exhibit a basic understanding of the fundamentals of typographic units of measure. B
8. Apply the controls of size, weight, position, direction and leading in producing legible type. B, C

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 40% of grade

Short Quizzes 10%

Written Mid-term 10%

Written Final Exam 20%

Students will be tested on material from reading assignments, lectures, class handouts, etc. (Missed tests or quizzes may not be made up without instructor approval.)

B. Laboratory Expectations:

Students will find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

C. Field Work: N/A

D. Other Evaluation Methods: 60% of grade

Journal/workbook 20%

Students will maintain a journal/workbook (3– ring binder with pocket page protectors) of reference materials/examples, in-class exercises, and other assignments. Instructor will review journals at random intervals throughout the term and at the end of the semester.

Portfolio 40%

Students will submit a project portfolio. Each project will be evaluated and count equally towards a composite portfolio grade. The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

E. Grading Scale:

A	90 - 100
B+	86 - 89
B	80 - 85
C+	76 - 79
C	70 - 75
D	60 - 69
F	Below 60

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

Other Policies:

Roll: Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.

Make-up Work: In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered.