

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

TYPOGRAPHY
CGT 1110

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Date Revised: Fall 2012

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:

Student is expected to be able to read on a college level, write using correct spelling and grammar, be computer literate, with basic graphic design software on the Macintosh Computer, and be able to conduct research utilizing internet and pertinent learning resources and techniques. Students should have sufficient manual dexterity to be able to use a graphic design industry standard keyboard and mouse simultaneously; trim, cut, score, fold, and fabricate artist's comprehensives and mock-ups using x-acto knives and metal straight-edged rulers, rotary blade paper trimmers, and adhesives. Student should be able to make oral and visual presentations of projects and to actively participate in classroom critique sessions. Visual acuity and correctable vision are also required.

Prerequisites:

CGT 1030

Co-requisites:

CGT 1105 or consent of program coordinator

Textbook(s) and Other Course Materials:

Textbook: *Type Rules* by Ilene Strizver, John Wiley & Sons, Latest Edition

Recommended Reference: *The Macintosh Font Book*, Peachpit Press, Latest Edition

Materials – Three CD-R discs, x-acto knife and #11 blades, metal ruler, adhesive (ATG tape), mat board as specified by instructor, 8.5x11 and 12x18 laser writer paper, three-ring binder and page protectors.

Recommended –2GB or larger USB flash/thumb drive.

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
- 8 Mid-Term Review
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 / Final project production
- 14 Final Exam Review / Final project presentation
- 15 Final Exam Period

II. Course Goals*:

The course will:

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

**Roman numerals after course objectives reference goals of the Media Technologies — Communication Graphics program.*

III. Expected Student Learning Outcomes*:

Students will be able to:

- 1. Design and produce a self-promotion device utilizing the principles of effective typographic communication. (A,B,C,D)
- 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. (A,B,C)
- 3. Analyze letterforms, glyphs, and characters of various languages, both historical and

- contemporary, and design pseudo characters for a font or alphabet. (A,B,C,D)
4. Design and execute a newsletter format that includes edited text information. (A,B,C,D)
 5. Design with both text and display copy. (A,B,C,D)
 6. Develop a speculative logotype for an existing non-profit service provider utilizing existing fonts. (A,B,C,D)
 7. Demonstrate the mastery of typographic concepts and digital technology sufficient to produce basic desktop publishing. (A,B,C,D)
 8. Exhibit a basic understanding of the fundamentals of typographic units of measure. (A,B,C,D)
 9. Apply the controls of size, weight, position, direction and leading in producing legible type. (A,B,C,D)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. 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.

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:

None

D. Other Evaluation Methods: 60% of grade

Portfolio 50%

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

Attendance/Participation – 10% (Refer to IV Policies, CGT Program)

E. Grading Scale:

The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

A	92–100
B+	89–91
B	82–88
C+	79–81
C	72–78

D	<i>65–71</i>
F	<i>Below 65</i>

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Other Policies—CGT Program:

- 1. 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.
- 2. 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 during the class period.
- 3. Cell Phones** - Please make sure all cell phone ringers are turned off during class periods. Taking or making calls during scheduled class time is not appropriate unless the instructor has

prior knowledge of a critical or sensitive situation that may warrant an immediate response.

4. Internet - Checking e-mail or surfing the web during class is not an appropriate use of scheduled instructional time unless it relates to a specific assignment for this class.

5. Music/MP3 players - Listening to music or any recorded material not specifically related to subject matter being taught in this class is not appropriate during scheduled class time.

6. Lab Usage - Please remember that the Pellissippi State's policy states NO FOOD OR DRINK in classrooms. That policy is especially important in computer labs. Our Mac labs are the best in the region—keep them clean!