

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**WEB & PRINT TYPOGRAPHY
DWP 1020**

Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Revised: Fall 2017

Catalog Course Description:

This hands-on course covers a wide range of topics from the history of typefaces to their selection and uses and to the fine-tuning of typographic layouts. Students learn formal, conceptual and functional aspects of typography. Instruction combines studies of both Web fonts and grid layouts to teach design for on-screen readability and effective vertical rhythm as well as how to embellish text with CSS3 effects and build typography-driven information graphics.

Corequisite(s):

CGT 1950 or DWP 1010

Textbooks(s) and Other Course Materials:

Bosler, Denise. *Mastering Type: The Essential Guide to Typography for Print and Web Design*. HOW Books: Cincinnati, Ohio. 2012. ISBN-13: 978-1-4403-1369-1.

I. Week/Unit/Topic Basis:

<u>Week</u>	<u>Topic</u>
1	Introduction to the course, defining
2	History: Birth of Modern Written Language
3	Modern Type Design
4	Letter, Parts of a Character, Classifications of Letterforms
5	Typeface Design, Designing with Letters
6	Word, Choosing the right typeface, Kerning, Ligatures, Legibility vs. Readability
7	Sentence, Word spacing, Leading, Alignment, Line Length, Punctuation
8	Midterm Project
9	Paragraph, Visual tone, Varying Sizes, Initial Caps, Complementary Type Pairs
10	Page, Layout, Design and Communication, Gestalt Theory, Relationships
11	Page (continued), Grid, Visual Concept, Designing with Pages
12	Screen, Going Digital, Electronic Media, Layout
13	Effective Typography, Designing for Screen
14	The Evolution of Type
15	Final Exam

II. Course Goals*:

The course will:

- A. Guide students to develop the skills to enhance, clarify, and describe the meaning of typographic content. (I, II, IV, VI)
- B. Explore the communicational impact of choosing typefaces. (I, II, III, V)
- C. Explore the expressive possibilities of type in static and dynamic media. (I, II, IV, VI)
- D. Guide students in researching and developing solutions to design problems involving typography in web and print. (I, II, III, V, VI)
- E. Explore the foundations for hierarchy and composition for multimedia design. (I, IV, VI)
- F. Guide students to develop control over the fundamental elements of design and the tools used to create typefaces. (I, II, III, IV)
- G. Explore the history, selection, and application of typography. (I, II, III, VI)

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

III. Expected Student Learning Outcomes*:

Students will:

1. Demonstrate an understanding of the basic terminology of typography and the historical origins of typographical terms and concepts. (A, B, G)
2. Identify classic and contemporary typefaces and their use by modern designers. (A, F, G)
3. Analyze a letterform, identifying its distinctive features and anatomical elements. (A, G)
4. Demonstrate a basic proficiency in identifying and classifying type by looking for the main features in a typeface. (A, G)
5. Identify key differences between print and Web typography. (C, D, E, G)
6. Apply best practices for CSS font stacks and Web font options, including use of @font-face and Typekit. (D, E, F)
7. Analyze how font size, measure, and line height affect readability on the screen. (C, D, G)
8. Design simple and complex visual rhythms for text layout. (A, B, C, D, G)
9. Enhance Web text and retain viewer attention with proper HTML5 semantics and CSS3 effects. (C, D, E)
10. Use type categories and characteristics to select typefaces and structure text on a page. (A, B, E, F, G)
11. Select and manipulate type to depict a concept or mood. (B)
12. Demonstrate an understanding of the applications of display typography and expressive applications of typography in print and on screen. (C, D)

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

IV. Evaluation:

- A. Testing Procedures: 30% of grade

Students will complete exercises based on required readings.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods: 70% of grade

Students will complete projects as assigned during the semester.

E. Grading Scale:

A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D	60-69
F	0-59

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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for Disabilities:

Students that 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 Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. More information is available at [PSCC Disability Services](#).