

Master Syllabus

VIS 1208 - Typography

Division: Liberal Arts, Communication and Social Sciences

Department: Design

Credit Hour Total: 4.0

Lecture Hrs: 2.0 **Lab Hrs:** 4.0

Prerequisite(s): VIS 1100 AND VIS 1140

Date Revised: February 2014

Course Description:

Introduction to typography as an element and tool of visual communication. The concept of type as image is emphasized. Two classroom, four lab hours per week.

General Education Outcomes:

- Oral Communication Competency
- Critical Thinking/Problem Solving Competency
- Computer Literacy Competency
- Written Communication Competency
- Information Literacy Competency

Course Outcomes:

Typographic page layout and design

Create typographic compositions that are functional, expressive, and aesthetically pleasing using the appropriate grid structure and page layout techniques.

Assessment Method: Portfolios

Performance Criteria: Score at least 70% on projects

Typographic rules

Apply typographic rules of legibility, readability, syntax, semantics, hierarchy, visual space and tone.

Assessment Method: Locally developed exams

Performance Criteria: Score at least 70%

Assessment Method: Portfolios

Performance Criteria: Score at least 70% on projects

Typographic terminology and history

Demonstrate a basic understanding of typographic terminology and history.

Assessment Method: Locally developed exams

Performance Criteria: Score at least 70%

Assessment Method: Performance appraisals

Performance Criteria: Score at least 70% on research paper

Assessment Method: Portfolios

Performance Criteria: Score at least 70% on projects

Outline:

2D design principles and elements
Typographic fundamentals
Readability and legibility
Typographic expression
Typographic communication
Typography as image
Color Theory