

## 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

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### 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