

California University of Pennsylvania  
Guidelines for New Course Proposals  
University Course Syllabus  
Approved: 2/4/13

Department of Art and Design

A. Protocol

Course Name:           Typography  
Course Number:       ART 261  
Credits:                 3  
Prerequisites:         ART 127 Intro to Graphic Design  
Maximum Class Size (face-to-face):   22  
Maximum Class Size (online):  
                          (Choose which one is appropriate or both if applicable)

B. Objectives of the Course:

1. Students will analyze the important role of typography in design.
2. Students will define typographic terms used by professional designers.
3. Students will create original designs utilizing design software.
4. Students will demonstrate appropriate kerning, leading, ligatures and other typographical details in their work.
5. Students will deconstruct and analyze letterforms.
6. Students will employ the fundamentals of typesetting words and paragraphs.
7. Students will utilize typography effectively for intentional viewer informational and emotional response.

C. Catalog Description:

This course is designed to teach effective use of typography as it relates to graphic design. The course covers, in detail, fundamental studio elements along with historical perspectives to give the student a deeper insight and understanding.

D. Outline of the Course:

E.

1. Brief History of Typography
  - a. Cuneiform tablets
  - b. Hieroglyphs

- c. Idogram-based languages
  - d. Phoenician characters
  - e. Greek Alphabet
  - f. Cyrillic Languages
  - g. Semetic and Aramaic Language
  - h. Roman Alphabet
  - i. Modern Alphabet
  - j. Moveable type
  - k. Industrial Revolution
  - l. Arts and Crafts Movement
  - m. Art Nouveau
  - n. Early Modern
  - o. Art Deco
  - p. American Kitsch
  - q. Late Modern
  - r. Swiss/International Style
  - s. Psychedelic
  - t. Post Modern
  - u. Digital
  - v. Graphic Design since 2000
2. Typography Basics
- a. Typeface anatomy
  - b. Relative and absolute measurements
  - c. x-height
  - d. baseline grid
  - e. Golden section
  - f. standard paper sizes
  - g. page division systems
3. Letterforms
- a. Type families
  - b. Typeweight variations
  - c. Frutiger's grid
  - d. Types of serif
  - e. Fractions
  - f. Superscript and subscript
  - g. Numerals
  - h. Punctuation
  - i. Dashes
  - j. Character spacing
  - k. Ligatures

- l. Drop and standing capitals
  - m. Small caps
  - n. italics and obliques
  - o. Type classification systems
- 4. Words and Paragraphs
    - a. Kerning and letterspacing
    - b. Automated kerning tables
    - c. alignment
    - d. word spacing, hyphenation and justification
    - e. Leading
    - f. Indents
    - g. Display type
    - h. reversing type
    - i. wraps and runarounds
- 5. Using type
    - a. Hierarchy
    - b. color
    - c. Surprint, overprint, and knockout
    - d. type on screen
    - e. grids and fonts
    - f. proof marks
    - g. legibility and readability
    - h. type as image
    - i. concrete poetry, and typograms
    - j. environmental design and typography
    - k. vernacular and appropriation
    - l. ownership and copyright law

F. Teaching Methodology:

Traditional Classroom Methodology

This course is designed to provide the student with 90 hours of instruction per semester (typically 6 hours per week.) Instruction will occur using, but not limited to lecture, assignments, critiques and demonstrations.

G. Text

Specifications for an appropriate text or supportive material will be provided by the instructor.

H. Assessment Activities:

Traditional Classroom Assessment

Students will be assessed using exams, quizzes, homework assignments, individual and group assignments

I. Accommodations for Students with Disabilities:

**Accommodations for Students with Disabilities**

Students with disabilities:

- Reserve the right to decide when to self-identify and when to request accommodations.
- Will register with the Office for Students with Disabilities (OSD) each semester to receive accommodations.
- Might be required to communicate with faculty for accommodations, which specifically involve the faculty.
- Will present the OSD Accommodation Approval Notice to faculty when requesting accommodations that involve the faculty.

Requests for approval for reasonable accommodations should be directed to the Office for Students with Disabilities (OSD). Approved accommodations will be recorded on the OSD Accommodation Approval notice and provided to the student. Students are expected to adhere to OSD procedures for self-identifying, providing documentation and requesting accommodations in a timely manner.

Contact Information:

- Location: Azorsky Hall – Room 105
- Phone: (724) 938-5781
- Fax: (724) 938-4599
- Email: [osdmail@calu.edu](mailto:osdmail@calu.edu)
- Web Site: <http://www.calu.edu/current-students/student-services/disability/index.htm>

J. Supportive Instructional Materials, e.g. library materials, web sites, etc.

A list of library and internet material will be provided by the instructor.

**Additional Information for Course Proposals**

K. Proposed Instructors:

Graphic Designer, or qualified faculty in the Art & Design Department.

L. Rationale for the Course:

Required for Graphic Design Majors to have a comprehensive understanding of typography.

M. Specialized Equipment or Supplies Needed:

No, but this studio course must be taught in a graphics design lab.

N. Answer the following questions using complete sentences:

1. Does the course require additional human resources? (Please explain)  
No, it does not require additional human resources.
2. Does the course require additional physical resources? (Please explain)  
No, it does not require additional physical resources.
3. Does the course change the requirements in any particular major?  
(Please explain)  
Yes, it changes the requirements for Graphic Design Majors.
4. Does the course replace an existing course in your program? (If so, list the course)  
No, the course does not duplicate an existing course.
5. How often will the course be taught?  
The course will be taught once per academic year.
6. Does the course duplicate an existing course in another Department or College? (If the possibility exists, indicate course discipline, number, and name)  
No, the course does not duplicate an existing course.

N. If the proposed course includes substantial material that is traditionally taught in another discipline, you must request a statement of support from the department chair that houses that discipline.

N/A

O. Please identify if you are proposing to have this course considered as a menu course for General Education. If yes, justify and demonstrate the reasons based on the categories for General Education. The General Education Committee must consider and approve the course proposal before consideration by the UCC.

No