ARTD 142
Typography
3 Credits Credit breakdown: (2 hours lecture, 3 hours lab)

Community College of Baltimore County
Common Course Outline

Description

ARTD 142 – Typography: is a course that explores the art and concepts involved in producing successful typographic design, a fundamental component of visual communications. Topics include anatomy and classification of typefaces, legibility, readability, typographic meaning, and hierarchy. The course also covers type as a design element, spacing and alignment, type specification, and how type functions in various media. Students work with various software applications as they develop their understanding of letterform design and type organization.

Co-requisites: ARTD 140 or permission of the program coordinator.

Overall Course Objectives

Upon completion of this course, students will be able to:

1. identify critical events and personages in the history of typeface design;
2. categorize typefaces according to groups;
3. define terminology relating to type anatomy, classifications, and measurement systems;
4. identify the essential elements which create typographic form;
5. distinguish between legibility and readability and the need for each;
6. identify the meaning conveyed by typefaces through their design, form, and context;
7. use typography to establish a visual hierarchy;
8. use typography to direct eye movement through the page;
9. demonstrate usage of type as a design element;
10. explore color, texture, contrast, and movement to create cohesive type layouts;
11. employ kerning, tracking, and leading to set type;
12. compare the needs and limitations of print versus screen type;
13. create and customize typography; and
14. employ effective type combinations.

Major Topics

I. Type History
    a. Important typographers
    b. Historical typefaces
    c. Differences between classic and modern typefaces
II. Classification
    a. Serif and sans serif
    b. Display, script, and handwritten typefaces

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

      c. Breakdown the different serif movements

III. Anatomy, measurement, and terminology
      a. Anatomy (leg, bowl, baseline, cap height, x-height, terminal, ear, spine, ascender, descender)
      b. Measurement and specification (size, style, kerning, leading, and tracking)
      c. Copy editing terminology (body copy, headline, subheading, caption)

IV. Meaning and context
      a. Typeface mood and meaning
      b. Weight and style
      c. Typefaces in different applications (poster, print, digital, etc.)

V. Visual hierarchy and eye movement
      a. Tiers of type to establish order
      b. Space and composition
      c. Order of reading
      d. Forms and lines of type
      e. Alignment

VI. Type as a design element
      a. Use type as image
      b. Abstraction
      c. Breaking type apart
      d. Texture
      e. Combining type and image

VII. Spacing
      a. Kerning
      b. Tracking
      c. Leading

VIII. Customizing
      a. Creating custom letters and glyphs
      b. Calligraphy
      c. Hand-created typography

IX. Type combinations
      a. Essential characteristics of different typefaces
      b. Combining characteristics
      c. Maximum number of typefaces in a composition

Course Requirements

Grading/exams: The individual faculty member determines the grading procedures but will include the following:

- four major projects
- six exercises

Date Revised: 11/21/2023