

# VCGD-2232: TYPOGRAPHY II

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## Cuyahoga Community College

**Viewing:** VCGD-2232 : Typography II

**Board of Trustees:**

December 2022

**Academic Term:**

Fall 2023

**Subject Code**

VCGD - VC-Graphic Design

**Course Number:**

2232

**Title:**

Typography II

**Catalog Description:**

Advanced typography including compilation and production of information for use by an intended audience. Exploration of practical and production consideration with emphasis on various multiple page publication formats: book, brochure, magazine, journal, newsletter, newspaper, and e-book/e-pub.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

VC-1201 Typography I

## Outcomes

**Course Outcome(s):**

Examine a variety of formats/outputs of publications.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

- a. Identify and develop resources and reference materials.
- b. Investigate design concepts and solutions for publications.
- c. Identify and implement various media and computer applications.
- d. Apply research to a final graphic design solution.

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**Course Outcome(s):**

Produce various formats/outputs of designs to solve visual problems and communicate concepts: invitation, brochure, catalog, long document, newsletter, and e-book/e-pub.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

- a. Develop rough and comprehensive multi-page layouts, mock-ups, and dummies.
- b. Demonstrate skills and techniques in the creation of multi-page publications.
- c. Build on ideas from sketch state through a developing process to finished piece.
- d. Develop grids, layouts, and templates for brochures/catalogs/books.
- e. Create and prepare reader/printer proofs and manage production process.

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**Course Outcome(s):**

Engage in, and reflect upon, their intellectual and creative development within the arts and humanities.

**Objective(s):**

- a. Implement design elements and principles.
- b. Specify color for impact and apply color theory to enhance concept and theme.
- c. Choose proper material such as paper, ink, or binding that will meet client needs as well as being environmentally friendly.
- d. Evaluate and consider publication design for integration in other digital media.

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**Methods of Evaluation:**

- a. Visual and verbal presentations
- b. Projects
- c. Participation in group discussions and critiques
- d. Portfolio review and critique

**Course Content Outline:**

- a. Simple document: Four-page document
  - i. Design consideration
    1. Single spread vs Double spread
    2. Contrast between inside and outside
  - ii. Use of tab, Use of paragraph rules
  - iii. Simple drawing, border
  - iv. Swatches: Paper color, Registration color Vs Black
  - v. Page shuffling
  - vi. Preflight
  - vii. Package, Print, and Export
- b. Multiple panel design: Six panel brochure: Tri-fold
  - i. Design consideration of structure
    1. Explore die-cut
    2. Explore this project as a three-dimensional object
    3. Bring contrast from outside panel to inside panel
  - ii. Display font vs Text font
  - iii. Full size mock-up required
  - iv. Setting up a trifold document: understanding folding considerations
    1. One master page
    2. Two master page
  - v. Bleed line set up
  - vi. Use of baseline grid relationship to the leading
  - vii. Text frame options
  - viii. Text thread and un-thread
  - ix. Learn and use proper use of invisible characters
    1. Line breaker
    2. Paragraph breaker
    3. Frame breaker
    4. Page breaker
    5. tab
  - x. Image handling

- 1. Image fitting
- 2. Styling
- 3. Linked panel
- xi. Text warp
- xii. Using Eyedropper tool/Color theme tool
- c. Long document
  - i. Design consideration
    - 1. Binding and margins
    - 2. Font choice
    - 3. Page number and folio info
    - 4. Visual hierarchy relationship to readability
    - 5. Chapter break
  - ii. Primary text box
  - iii. Set margin and column guides
  - iv. Using multiple master pages
  - v. Using layers
  - vi. Using text variables
  - vii. Using section markers & Page number
  - viii. Using Styles
    - 1. Using based-on styles
    - 2. Using nested styles
    - 3. Using Global Regular Expression Print (GREP) styles
    - 4. Using object styles
    - 5. Using Quick Apply
  - ix. Using libraries and snippets
  - x. Find/Change
  - xi. Creating a book
    - 1. Creating tables of contents
    - 2. Creating InDesign book files
    - 3. Book numbering
    - 4. Synchronization
    - 5. Pre-flight
    - 6. Outputting
- d. Duo tone newsletter with Table
  - i. Design consideration
    - 1. Grid: Create rows and columns, gutter and margins
    - 2. Use of color: duo tone Vs mono tone
    - 3. Newsletter Characteristics
    - 4. Target audience and font choice and size
    - 5. Budget & Time
    - 6. Name plate
  - ii. Copy fitting
  - iii. Color management
    - 1. Understand colors
    - 2. Gradient swatches
    - 3. Colors VS inks
    - 4. Spot color
    - 5. Color group
    - 6. Ink manager
    - 7. Previews, separations, and transparency
  - iv. Tables
    - 1. Table creation
    - 2. Adjust rows and columns
    - 3. Format a table
    - 4. Format cells
- e. Interactive publication

- i. Design consideration
  - 1. Navigation
  - 2. Screen typography
  - 3. Consistency and sequence
- ii. Mapping
- iii. Hyperlinks
- iv. Interactive PDF
  - v. Animation: timing
- vi. Buttons and forms
- vii. Media
- viii. Object states
  - ix. Export to the web with Publish Online
  - x. Liquid Format
  - xi. SWF, E-pub, PDF

## Resources

Ellen Lupton. *Thinking with Type*. 2nd revised and expanded edition. New York: Princeton Architectural Press, 2010.

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Beth Tondreau. *Layout Essentials: 100 Design Principles for Using Grids*. Rockport, 2011.

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Samara, Timothy. *Making and Breaking the Grid: A Graphic Design Layout Workshop*. 2nd ed. Gloucester, MA: Rockport Publishers, Inc, 2017.

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Josef Müller-Brockmann. *Grid Systems in Graphic Design*. 11th edition. Salenstein: Niggli, 1996.

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Sarah Hyndman. *Why Fonts Matter*. 2016.

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Gavin Ambrose and Paul Harris. *The Layout Book*. Fairchild Books, 2021.

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Gavin Ambrose, Paul Harris. *The Layout Book*. Fairchild Books An Imprint of Bloomsbury publishing., April 8, 2021.

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Ellen Lupton. *Archive Bauhaus Typography at 100*. Publisher: Letterform Archive, December 2021.

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## Resources Other

- a. LinkedIn Learning

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