

# VC-1201: TYPOGRAPHY I

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## Cuyahoga Community College

**Viewing: VC-1201 : Typography I**

**Board of Trustees:**

December 2022

**Academic Term:**

Fall 2023

**Subject Code**

VC - Visual Communication

**Course Number:**

1201

**Title:**

Typography I

**Catalog Description:**

Development, terminology, letterform, classification, selection and specification of typefaces. Emphasis on aesthetic and communicative aspects of typography. Introduction to techniques used to design and effectively communicate with typography.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

VC-1000 Visual Communication Foundation, or concurrent enrollment.

## Outcomes

**Course Outcome(s):**

Produce typographic designs that communicate to a diverse audience through a demonstrated understanding and fluency of expressive forms.

**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 a typographic vocabulary and define typographic terminology.
- b. Develop and assimilate the elements and principles of design in relation to type.
- c. Develop skills to create visual hierarchy in typography.
- d. Introduce typographic standards when designing with type in various computer applications.
- e. Design with type as a graphic element using an underlying grid for page organization and structure.
- f. Identify and apply use of color relation to type.

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**Course Outcome(s):**

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

**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. Provide a historical foundation of the development of letterforms and typographic design.
  - b. Develop an awareness for the potential emotional and intellectual impact of Typography through class projects and class discussions
  - c. Establish the importance of research in relation to typographic design.
  - d. Provide an overview of the expressive and aesthetic dimensions of typography.
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**Methods of Evaluation:**

- a. Class participation
- b. Class assignments
- c. Visual and verbal presentations of assignments
- d. Resource/reference binder, sketchbook, thumbnails, and mock-ups
- e. Portfolio review and critique
- f. Observation of student commitment to mastery of skills
- g. Quizzes and examinations

**Course Content Outline:**

- a. Basics of typography
  - i. Origins of the alphabet
  - ii. Type terminology
  - iii. Type measurements
- b. Classifications of type
  - i. History of typeface
  - ii. Characteristics of typeface
  - iii. Research/visual verbal presentation on historical font
- c. Functions of type
  - i. Readability
  - ii. Legibility
- d. Designing with text type
  - i. Letter spacing and word spacing: kerning, tracking, M-space
  - ii. Leading
  - iii. Paragraph indications: space before/after
  - iv. Alignment
  - v. Invisible characters: page breaker, line breaker, tab
  - vi. Creating emphasis: visual hierarchy
- e. Designing with display type
  - i. Selecting display type
  - ii. Arranging display type
  - iii. Punctuation
  - iv. Glyphs
  - v. Open type
  - vi. Display initials/ drop caps
- f. Color
  - i. CMYK vs RGB
  - ii. Process color
  - iii. Spot color
  - iv. Use of gray
- g. Expressive use of type
  - i. Type as image
  - ii. Lettering as message
  - iii. Illustrative type
- h. Grid: column, row, margins, gutter

- i. Spread: single spread vs double spread
- ii. Multiple page layout
  1. Master page: page number
  2. Paragraph style: sequence & consistency
- i. Print ready file
  - i. Bleed vs non-bleed
  - ii. Designer's spread vs printer's spread
- j. On-screen typography
  - i. Use of color
  - ii. Size of font
  - iii. Need of extra leading
  - iv. Web-font

## Resources

James Craig, Irene Korol Scala. *Designing with Type: The Essential Guide to Typography*. 5th ed. New York: WATSON-GUPTILL, 2006.

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Nigel French. *InDesign Type: Professional Typography with Adobe InDesign*. 4th ed. Adobe Press, 2018.

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Jury, David. *What is Typography: Essential Design Handbooks*. Brington UK: RotoVision, 2017.

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Rob Carter, Sandra Maxa, Mark Sanders, Philip B. Meggs, Ben Day. *Typographic Design: Form and Communication*. 7th ed. Hoboken: Wiley, 2017.

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Sarah Hyndman. *Why Fonts Matter*. Gingko Press Inc., 2016.

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Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*. 2nd ed. New York: Princeton Architectural Press, 2010.

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Simon Garfield. *Just My Type*. Profile Books, 2011.

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

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## Resources Other

Linkedin Learning

[www.aiga.org](http://www.aiga.org)

[www.ilovetypography.com](http://www.ilovetypography.com)

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