

TYPOGRAPHY I

5.27.2016

WITH STUDENT LEARNIG OUTCOMES

Typography I (GD 223, 3 credits)

Course Description:

This introductory course focuses on letterforms and nomenclature: the rudiments and pragmatics of structuring simple, yet successful typographic relationships. Students begin with an examination of letterforms within the context of history. Through a series of exercises designed to give a tactical understanding of letterforms as graphical elements, students experience letterforms as integral parts of a greater system of communication. Exploration of the subtleties and intricacies of working with text provides a body of knowledge about typographic relationships, composition, and the structuring of presented information.

Prerequisite: Foundation-Year or transfer credit

Students will

1. Synthesize legibility and creativity into a harmonious solution. (PC 1, 4, 5)
2. Produce clear and creative design of information. (PC 2, 3, 4)
3. Demonstrate ability to use design with differing levels of creativity to meet audience needs. (PC 1, 2, 4)
4. Demonstrate awareness of typographic responsibility as information to be read. (PC 2, 5)

Required Texts:

- Ambrose, Gavin and Paul Harris. *The Fundamentals of Typography*. 2nd ed. Ingram Publishers Services, Inc., 2011. ISBN 2-940373-45-0 (\$23.00)

Supplies: Total estimated cost \$2632 - \$3032 (\$3272 - \$2872 with two year Creative Cloud subscription)

- **HARDWARE:**
 - Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 500 GB Flash memory: \$2,299.00
 - or Apple MacBook Pro 2.2 GHZ 15-inch Retina Display with 256 GB Flash memory: \$ 1899.00
- Three-Year Apple Care warranty: 239.00
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive: \$ 80.00
- A mouse: \$ 25.00
- **SOFTWARE:** Microsoft Office, Student/Teacher edition: \$ 149.00
 - (Word, Excel, PowerPoint, Entourage/Outlook)
- Adobe Creative Cloud subscription
 - \$19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
 - \$29.99 on a month per month basis

Supplementary Supplies:

- X-Acto # 11 blades, box of 100: \$20.00 + shipping @ amazon.com

- Schaedler Rule (Mylar) preferred or a metal pica ruler (at least 18") \$ 23.00 direct @ Schaedler online: www.schaedlerprecision.com
- Sharpie pens, 2 thick and 2 thin @ \$ 1.85 each: \$ 7.40
- Several sheets of black presentation board; appx. size 20 x 30: \$ 33.00 + shipping per carton of 10 sheets @ amazon.com
- Students should plan on paying to print several pieces at local service bureau such as Parcels, FedEx Kinkos or Aztec Copy. The approximate cost per semester is \$50.00 - \$75.00
- Dropbox Account; free - John Breakey will provide access the Basecamp server