TYPOGRAPHY II
3.29.2017

WITH STUDENT LEARNING OUTCOMES

Typography II (GD224, 3 credits) – *Advertising & Communication Design Track*

Course Description:

This course reinforces and expands on introductory concepts and methods; students work with more complex information systems and develop deeper typographical relationships. Projects examine the form and structure of a variety of communication vehicles while considering–then through application– more meaningful relationships of text and image within a given frame. Students are asked to begin to express a unique artistic vision, striking a balance between communication integrity while proving clearly comprehensible by the viewer comprehension.

> *Prerequisite: Typography I*

Students will:

1. Demonstrate successful typographic legibility with creative elements. (PC 1, 2, 4)

2. Demonstrate ability to visualize and control typographic spacing parameters such as kerning, tracking, and spacing and understand the nuance of horizontal and vertical counter forms within the letter, the line, and the body of text. (PC 1, 2, 4, 5)

3. Demonstrate evidence of an emerging and distinctive typographic voice. (PC 1, 2, 3, 4, 5)

4. Apply typography solutions to design problems. (PC 1, 2, 4, 5)

5. Demonstrate an end-user awareness of the information and displays thoughtful employment of typographic responsibility to the assignment requirements. (PC 1, 2, 4, 5)

Required Texts: There is no required text for this course.

Supplementary Readings: There are no supplementary readings for this course.

Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory ($2,429.00)
- 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.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: $ 2,922.00 ($3,402.00 with two year Creative Cloud subscription)

Supplemental Supplies: There are no supplementary supplies for this course.