

DDP 112: DIGITAL TYPOGRAPHY

Originator

mabril

Justification / Rationale

Added approved UC TCA. RB

Effective Term

Fall 2021

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

112

Full Course Title

Digital Typography

Short Title

DIGITAL TYPOGRAPHY

Discipline**Disciplines List**

Graphic Arts (Desktop publishing)

Film Studies

Art

Printing Technology (Typography, composition, printing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This comprehensive course emphasizes the use of typography in the design process for use in branding, marketing collateral, web development, and film. The study of letter forms and fundamental typographic principles will be covered. Students study typography terms, type as image, and typography's relationship to message making and meaning with an emphasis on understanding current and historical typographic trends including the importance of technology in the development of their own type face including digitizing for use on the computer.

Schedule Description

This comprehensive course emphasizes the importance of typography in the design process for use in branding, marketing collateral, web development, and film. Students explore the evolution and classification of letter form and develop their own typeface for use on the computer. Advisory: DDP 102

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

Advisory: DDP 102

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

Yes

Author

Ellen Lupton

Title

Thinking With Type

Edition

2

City

New York

Publisher

Princeton Architectural Press

Year

2010

College Level

Yes

ISBN #

9781616893507

Resource Type

Book

Author

by Rob Carter, Sandra Maxa, Mark Sanders, Philip B. Meggs, Ben Day

Title

Typographic Design: Form and Communication

Edition

7th

Publisher

Wiley

Year

2018

ISBN #

978-1119312567

Resource Type

Book (Recommended)

Open Educational Resource

Yes

Author

Jason Tselentis, , Allan Haley, , Richard Poulin, , Tony Seddon, , Gerry Leonidas, , Ina Saltz, , Kathryn Henderson, , and Tyler Alterman

Title

Typography, Referenced : A Comprehensive Visual Guide to the Language, History, and Practice of Typography

Publisher

Rockport Publishers

Year

2012

For Text greater than five years old, list rationale:

Foundational principles of typography do not change much. If anything, they are enhanced making the two books older than five years provides valuable information for understanding typography.

Class Size Maximum

25

Entrance Skills

Students should be able to use a computer and mouse to get around the software interface of Adobe Illustrator.

Requisite Course Objectives

DDP 102-Open, create, save and open files and choose appropriate document settings.

DDP 102-Analyze the difference between raster and vector artwork.

Entrance Skills

Students will need to use software tools to create shapes and work with type.

Requisite Course Objectives

DDP 102-Create layered graphics that can be exported for animation

DDP 102-Design graphic documents using basic vector shapes and text.

DDP 102-Utilize stroke and fill enhancements, including the use of color and gradients.

DDP 102-Produce various effects and apply to vector objects.

Entrance Skills

An understanding of file management is essential to saving and sharing files.

Requisite Course Objectives

DDP 102-Open, create, save and open files and choose appropriate document settings.

Entrance Skills

Basic understanding of design principles and color theory are also needed.

Requisite Course Objectives

DDP 102-Create, analyze and modify visual elements to provide appropriate solutions.
 DDP 102-Utilize stroke and fill enhancements, including the use of color and gradients.

Course Content

- History, Contemporary Trends, Language, Aesthetics and Emerging Media as they Relate to Typography.
- Anatomy of Letter Forms.
- Fonts and Families.
- Review of Typographic Tools and Features used in Design Software.
- Type Measurements: Points and Picas.
- Type Layout and Formatting.
- Creating typographic appeal and hierarchy.
- Selecting and Mixing Typefaces.
- Readability and Legibility.
- Hand Lettering and Digital Typeface Creation.
- Using Type Effectively.
- Typographic Details.
- Typographic Refinements.
- Proofreading.
- Creating Professional Quality Designs from Concept to Completion, avoiding Amateur Pitfalls.
- Trends in Type.
- Type Options for Web Design.
- Type across Software Platforms.
- Conversion of Student Custom Hand Lettered Typefaces into Digital Typeface for use in Software for Various Design Projects.
- Group and Individual Critiques of Typographic Design utilizing relevant Terminology and Concepts.
- Free and Commercial Font Sites.

Lab Content

- Students use lab time to work on exercises and projects given throughout the semester.

Course Objectives

	Objectives
Objective 1	Create original typographic design projects demonstrating the ability to investigate and integrate the needs of marketing, manufacturing and production into your design process and final design decisions.
Objective 2	Evaluate typographic choices, and compare them to their peers during critical thinking skills with the recognition and consideration for the physical, cognitive, cultural, social, and human factors that shape your design decisions and final outcomes.
Objective 3	Demonstrate the ability to identify, define, and evaluate potential, problems, variables, and requirements; conceptualize and evaluate alternatives.
Objective 4	Design typographic layouts using software building upon their knowledge of design principles and elements.
Objective 5	Demonstrate an understanding of five classic typeface families, the relevance of type history, theory, and criticism. Special emphasis will include sensitivity to the theory and practice of the ability of design to contribute positively to local and global communities.
Objective 6	Create a portfolio of finished typographic projects that demonstrate depth of knowledge in your ability to create and develop visual form in response to communication problems using the principles of visual organization, composition, information and message hierarchy, symbolism, typography, aesthetics, and the construction of meaningful images.
Objective 7	Demonstrate depth of knowledge in your ability to use current technology to conceive, design, produce, and create visual form to successfully communicate ideas, opinions, and concepts that are consistent with the professional field of applied digital media.
Objective 8	Create original typographic design projects, synthesizing the parameters of the assignment within a specific deadline.
Objective 9	Evaluate and defend their projects and typographic choices, and compare them to their peers during the critique process using critical thinking skills.

Student Learning Outcomes

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

Outcome 1	Apply typography terms to the anatomy of type.
Outcome 2	Apply technical and creative problem-solving skills to conceptualize, design, produce, and present original applications of typography on graphic design projects.
Outcome 3	Analyze the effectiveness of visual communications through typographic designs utilizing the critique process.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Activity	Activities focused on addressing areas of improvement in the composition and layout, choice of typeface and images, such as for an type poster.
Demonstration, Repetition/Practice	Students will incorporate instructor feedback to each project and assignment and submit for grading.
Discussion	Students will discuss design solutions and critique assignments and projects.
Technology-based instruction	Course work uses current technology in the field, the students will use software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.
Collaborative/Team	Work in groups to brainstorm and develop design solutions.
Participation	Students will participate in discussion regarding best practices in typography.
Lecture	Presentation of class Lecture/discussions/demonstrations of typography.
Laboratory	Students build design projects using computer software.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Product/project development evaluation	Exercises/activities centering around the use of type (weekly).	In Class Only
Mid-term and final evaluations	Includes any assessment tools that do not logically fit into the above categories.	In Class Only
Other	All skill-based and physical demonstrations used for assessment purposes including skill performance exams (monthly).	In Class Only
Critiques	All projects are critiqued in class. Students are expected to make revisions to their projects based on recommendations made in the critique.	In Class Only
Student participation/contribution	Attendance and active participation in course discussions and critiques.	In Class Only
Written homework	Assessment tools that demonstrate writing skill and/or require students to select, organize and explain ideas in writing (weekly).	Out of Class Only

Assignments

Other In-class Assignments

- Exercises/activities centering around the use of type, such as:
 - A layout based project that focuses primarily on the use of type.
 - A layout based project that examines type concerns under a variety of different types of constraints.
 - A web based project that uses type effectively, taking into consideration type needs as related to digital environments.
- A print based project that explores, examines and repurposes type found in the student's everyday environment.
- Advertising based project that explores the use of type while experimenting with different color modes (CMYK and gray scale).

4. Identifying and labeling the anatomy of typefaces.
5. Matching typefaces with appropriate font families.
6. Practice of pairing fonts.
7. In class exercises that expands on weekly topics.
8. Design based projects centering around the use of type, such as:
 - a. Based on an instructor selected topic, create two versions of a poster, one using hand lettering completed by hand and a second design digitally created.
 - b. Create your typeface and use it in a digital design.
 - c. Create a newsletter based on instructor selected topics.
9. Locating type in everyday life, photograph it, then use the type to design cards detailing where the letter was found, what's its type category and more. This is a printed assignment.
10. Critiques, group and individual critiques in oral or written formats.
11. Weekly reading assignments.
12. Exam and/or Quizzes.
13. Attendance and participation in in-class critiques.
14. Typography timeline.
15. Development of custom digital typeface.

Other Out-of-class Assignments

1. Readings in the textbook and in recommended supplementary literature.
2. Viewing of films, video clips, websites.
3. Special projects by students.
4. Participation in design process involving the collection, compilation and interpretation of data, including development of thumbnails, design composition, layout, digital roughs, revised roughs, and final design.
5. Type design.
6. Type Poster.
7. Type as Image.
8. Redesign All type Best Practices Guide.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Lab Courses

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

E-portfolios/blogs/wikis

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Active participation and multiple modes of information delivery; announcements, asynchronous text, video messages, discussions boards, and Canvas email.

Other Information

Comparable Transfer Course Information

University System

CSU

Campus

CSU San Bernardino

Course Number

DES 2005

Course Title

Typography Layout

Catalog Year

2020/2021

Rationale

To provide students the ability to complete the lower division pathway to CSUSB in Design Studies.

MIS Course Data

CIP Code

11.0803 - Computer Graphics.

TOP Code

061460 - Computer Graphics and Digital Imagery

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Stand-alone

Transfer Status

Transferable to both UC and CSU

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

DM Advisory mtg panel notes.docx

DDP 112 CO Approval letter.pdf

Approvals**Curriculum Committee Approval Date**

11/19/2020

Academic Senate Approval Date

12/0/2020

Board of Trustees Approval Date

1/15/2021

Chancellor's Office Approval Date

2/07/2021

Course Control Number

CCC000622579

Programs referencing this course

Graphic Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=240>)

Interaction Design AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=311>)

Animation Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=337>)

Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)