



### **Course Description**

#### **GRA0446 | Principles of Typography | 4.00 credits**

Typography is the art of designing printed matter using type as a medium. The history and development of typography, the use of printer's measurements and the aesthetic uses of type will be covered in the lecture form. The production of learned through hands-on project assignments. Instruction also will include industry standard typesetting equipment and desktop publishing personal computers and software.

### **Course Competencies**

**Competency 1:** The student will demonstrate understanding of typography fundamentals by:

1. Analyzing the historical development of typography
2. Evaluating the aesthetic principles of type design
3. Explaining the role of typography in visual communication
4. Applying printer's measurements in typographic layouts
5. Comparing different typeface classifications and their uses

**Competency 2:** The student will develop proficiency in typographic design by:

1. Creating visually appealing layouts using various typefaces
2. Implementing effective hierarchy and contrast in typographic compositions
3. Manipulating type to convey specific moods or messages
4. Assessing the legibility and readability of typographic choices
5. Designing custom letterforms and logotypes

**Competency 3:** The student will apply typography skills using industry-standard equipment by:

1. Operating professional typesetting equipment
2. Utilizing desktop publishing software for typographic projects
3. Implementing digital type management and organization techniques
4. Troubleshooting common typesetting issues
5. Adapting typographic designs for different output methods

**Competency 4:** The student will synthesize typographic knowledge through practical applications by:

1. Producing a series of hands-on typographic projects
2. Critiquing peer work based on typographic principles and technical execution
3. Developing a portfolio showcasing a range of typographic designs
4. Presenting and defending typographic choices in a professional setting
5. Creating comprehensive style guides for typographic systems

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities