

VCA 126 - TYPOGRAPHY II

Course Description

This class serves as continuation to typography history, trends, display faces, and grids with an emphasis on book typography, binding, and structuring methods. Students will complete projects that lead them to an understanding of intermediate typography, current typographic trends and comparative analysis of typefaces that relate to the field of Visual Communications as well as printed and electronic media. Group 2 course.

Credit Hours

3

Contact Hours

4

Lab Hours

4

Required Prerequisites

VCA 125

Recommended Prerequisites or Skills Competencies

Intermediate keyboarding skills, intermediate to advanced understanding of vector drawing, desktop publishing software and the Macintosh system.

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Use typographic design methodologies and classification principles.
- Describe the historical impact of typographic elements on font design.
- Correlate page layout with the development of typographic elements.
- Analyze typographic composition.

Application:

- Apply course concepts like grid structures, paragraph styles, annotations and master pages to projects.
- Employ problem solving strategies that resolve typographic design issues.
- Create projects using hand-lettering, computers and computer peripherals.
- Demonstrate independent work ethic.

Integration:

- Assimilate historical typographic patterns and concepts into typography projects.
- Design projects for a professional portfolio.
- Explore the connection of patterns and experiences by exposure to conceptual and formal interpretations of typographic use and history.

Human Dimension:

- Communicate the importance of typographers, type foundries, and Modernist Typographic Design to others.

Caring - Civic Learning:

- Recognize influences of typographic design on multi-page layouts.
- Explain the importance of good typographic composition.
- Explain their role within a production team.

Learning How to Learn:

- Frame useful questions for developing the complexities of typographic design.
- Interact constructively during critiques and discussions.