



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**TYPOGRAPHY  
CGA2022 3 Credit Hours**

**Student Level:**

This course is open to students on the college level in either the freshman or the sophomore year.

**Catalog Description:**

**CGA 2022 - TYPOGRAPHY (3 hrs)**

This course is designed to introduce the fundamentals of typography. Emphasis is on creative manipulation of letterforms as design elements and their impact on the message communicated by the text and overall design. Students will use Adobe graphic and page layout software to control and enhance type.

**Prerequisites:**

Grade of C or better in Computer Illustration (Illustrator) (CGA2012) or Instructor approval

**Controlling Purpose:**

This course is designed to introduce the fundamentals of typography. Emphasis is on creative manipulation of letterforms as design elements and their impact on the message communicated by the text and the overall design. Use of graphic and page layout software to control and enhance type.

**Learner Outcomes:**

The student will:

- use letterforms as design element in image composition
- develop an awareness of the structure and visual impact of letterforms
- copyfitting and analysis of type as form and texture in text and headlines
- utilize computer graphic applications to render and manipulate letterforms, as well as employ grid layout

**Units Outcomes and Criterion Based Evaluation Key for Core Content:**

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.

- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

<b>UNIT 1: INTRODUCTION TO THE FUNDAMENTALS OF TYPOGRAPHY</b>						
Outcomes: Upon completion of the unit, the students will be able to						
A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Identify type anatomy: ascender, descender, stroke, serif, x-height, cap height, em, point size
						Identify and compare the similarities and differences between the major type classifications
						Identify type families and classifications
						Identify type specifications: alignment, leading, kerning, tracking, line length
						Describe and utilize the aesthetics of types; shape, size, weight, tone, color, patterns, texture

**UNIT 2: INTRODUCTION TO THE CREATIVE USE OF TYPE IN VISUAL COMMUNICATION**

Outcomes: Upon completion of the unit, the students will be able to

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Identify legibility and clarity needs in typesetting
						Understand the emotional and intellectual impact of typefaces and typesetting on the viewer
						Establish a hierarchy of information through type and typesetting
						Communicate a message through the typography only
						Use type and its characteristics to guide movement through a design
						Describe the impact of typefaces, color, texture, use of display type on the message

**UNIT 3: INTRODUCTION TO THE HISTORY AND CURRENT TRENDS IN TYPOGRAPHY**

Outcomes: Upon completion of the unit, the students will be able to

A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Identify key innovations in typography: Guttenberg press, hot and cold press, phototype, digital
						Identify key innovators impacting use of type such as: Guttenberg, Jan Tschihold, Bauhaus, Paul Rand, Jef Raskin, etc.
						Identify major periods in evolution of type
						Identify current trends and impact of electronic communication on typography

**UNIT 4: INTRODUCTION TO TECHNOLOGIES USED TO PRODUCE DIGITAL TYPOGRAPHY**

Outcomes: Upon completion of the unit, the students will be able to

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Understand differences between bitmapped and PostScript fonts
						Describe the basic parts of a Bezier-based objected-oriented vector graphic
						Plan the design of artwork using templates and autotrace
						Use the drawing and transforming tools in Adobe Illustrator
						Use the measure, constrain, fill and stroke functions in Adobe Illustrator
						Handle type and type manipulation in Adobe Illustrator
						Use the grid and guides in Adobe Illustrator to layout a design grid
						Understand preflighting of documents for offset printing and desktop printing

**Projects Required:****Textbook:**

Contact Bookstore for current textbook.

**Materials/Equipment Required:**

Access to production lab and appropriate software

**Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

**Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus.

**Maximum class size:**

Based on classroom occupancy

**Course Timeframe:**

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction

and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:**

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.