

## FLORIDA STATE COLLEGE AT JACKSONVILLE

## COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: GRA 1105

COURSE TITLE: Typography

PREREQUISITE(S): GRA 1100

COREQUISITE(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 4

CONTACT HOUR BREAKDOWN:

    Lecture/Discussion: 3

    Laboratory: 1

    Other \_\_\_\_\_:

FACULTY WORKLOAD POINTS: 3.7

STANDARDIZED CLASS SIZE  
ALLOCATION: 24

CATALOG COURSE DESCRIPTION:

This course will investigate type in terms of its aesthetic possibilities in relationship to the organization of information. The use of typography as a form of visual communication, contemporary type structure and its historical influence will be topics of emphasis.

SUGGESTED TEXT(S): The Mac is Not a Typewriter, Robin Williams, Peachpit Press,  
ISBN: 0938151312

IMPLEMENTATION DATE: Fall Term, 1995 (961)

REVIEW OR MODIFICATION DATE: Fall Term, 2002 (20031)  
Fall Term, 2007 (20081)

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Typographic Syntax	10
A. The Letter	
B. The Word	
C. The Line	
D. Column and Margin	
II. Visual Hierarchy	15
A. Emphasis	(3)
B. Relationships of Parts	(3)
1. Counterpart	
2. Counterpointing	
C. Elaboration	(3)
D. Visual Punctuation	(3)
E. Visual Accentuation	(3)
III. Typographic Space	10
A. Typographical Elements and Spatial Ground	
B. Visual Compensation (Balance of Elements)	
C. Structure of Typographic Space	
1. Alignment	
2. Form-Void Relationships	
IV. Repetition and Contrast	10
A. Conjunctive/Disjunctive	
B. Proportion and Rhythm	
V. The Typographic Grid	5
A. Margins	
B. Grid Modules	
C. Text Columns and Intervals	
VI. The Typographic Message	10
A. Verbal/Visual Correspondence	
B. Function and Expression	

PROGRAM TITLE: Graphic Design Technology

COURSE TITLE: Typography and Design

CIP NUMBER: 1650.040200

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

01.0 DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS -- The student will be able to:

- 01.01 Demonstrate presentation skills.
- 01.02 Prepare written correspondence.
- 01.03 Demonstrate good telephone technique.
- 01.04 Read and interpret written and oral instructions.

03.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES -- The student will be able to:

- 03.01 Follow industry rules, safety regulations and policies.
- 03.02 Demonstrate proper use of toxic materials.

05.0 DEMONSTRATE STYLE/TECHNIQUES -- The student will be able to:

- 05.01 Select appropriate style or technique to problem solving.
- 05.02 Display creative talent and ingenuity.

07.0 FORMULATE CONCEPT/THEORY -- The student will be able to:

- 07.01 Apply principles of design.
- 07.02 Demonstrate the design process.

08.0 APPLY DESIGN THEORIES -- The student will be able to:

- 08.01 Create a design in black and white or color.

10.0 LETTER EFFECTIVELY -- The student will be able to:

- 10.01 Choose appropriate letterstyles.
- 10.02 Utilize pen, brush, marker, and pencil lettering.
- 10.03 Demonstrate correct spacing of letters.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S):            TITLES(S):

17.0    DEMONSTRATE PROPER USE OF INDUSTRY TOOLS AND EQUIPMENT -- The student will be able to:

17.01 Operate and maintain drafting equipment.

17.02 Utilize and read various scales.

18.0    DEMONSTRATE PROPER USE AND CARE OF INDUSTRY MATERIALS -- The student will be able to:

18.02 Operate and maintain galley/art waxer.

20.0    DEMONSTRATE CREATIVE USE OF TYPOGRAPHY -- The student will be able to:

20.01 Apply dry transfer lettering.

20.02 Develop knowledge of type styles.

20.03 Demonstrate knowledge of typographical specifications.

20.04 Develop knowledge of type construction design.

20.05 Allow proper letters and line spaces for typesetting.

20.06 Develop working knowledge of typespacing.

25.0    DESIGN INDUSTRY LEVEL PORTFOLIOS -- The student will be able to:

25.01 Demonstrate mounting and matting procedures.

25.02 Demonstrate industry presentation procedures and techniques.

25.03 Prepare industry level portfolios.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

<b>Section 1</b>	
<b>COURSE PREFIX AND NUMBER:</b> <u>GRA 1105</u>	<b>SEMESTER CREDIT HOURS:</b> <u>3</u>
<b>COURSE TITLE:</b> <u>Typography</u>	

**Section 2**  
**TYPE OF COURSE: (Click on the box to check all that apply)**

<input type="checkbox"/> AA Elective	<input checked="" type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input checked="" type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____		
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

**Section 3 (If applicable)**  
**INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:**

<input type="checkbox"/> Communication	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

**Section 4**  
**INTELLECTUAL COMPETENCIES:**

<input checked="" type="checkbox"/> Reading	<input checked="" type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Ethical Judgment	<input type="checkbox"/> Working Collaboratively

<b>Section 5</b>	
<b>LEARNING OUTCOMES</b>	<b>METHOD OF ASSESSMENT</b>
• Development of software skills and knowledge	Software demonstrations (type functions)
• Design and develop applied projects	Class projects
• Demonstrate type usage	Class projects
• Demonstrate problem-solving process	Class projects
• Demonstrate conceptual ideation	Class projects
• Demonstrate basic 2D design principles	Class Projects
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**Section 6**  
Name of Person Completing This Form: Michael Nuetzel