GRDS-115: Typographic Fundamentals

Course Description:

This course introduces typography history, vocabulary and basic skills. Students will learn the type anatomy and the absolute and relative measurement system. Creative projects include both editorial and illustrative typography with proper typeface selection, composition, legibility, aesthetics and hierarchy. Students will learn basic tools in Fontographer in understanding the structure of digital type.

Total Credits: 3.00

Course Competencies

1. **Recognize anatomy of type.**
2. **Distinguish type families and historical type classifications.**
3. **Use type foundaries and other creative resources with the awareness of pricing, licensing, and rights.**
4. **Apply basic type setting techniques in Adobe Illustrator.**
5. **Adjust leading, kerning, size, and alignment for optimal visual comprehension.**
6. **Assess design and technique in a constructive critique setting.**
7. **Express meaning using typography's visual properties.**
8. **Integrate type, image, and other design elements in a harmonious page layout.**
9. **Survey historical font technology.**
10. **Analyze typography design in print vs. digital media.**
11. **Explore a variety of page grid structures for complex information layout for print.**
12. **Using Fontographer to learn font structure and relative measurement.**