

Course Abstract

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Course ID and Name: AGD 213/Typography

Department: Visual, Performing & Media Arts

Chairperson: Annie Hogan

Office Location: CC 341

E-mail: AHogan@middlesexcc.edu

Telephone:732-906-2589

Prerequisites: All MAD courses

Co-requisites: n/a

Course Description:

Students become versed in fundamentals of layout and typographic design. Topics include history, letter form drawing, type anatomy, fonts, white space usage and the use of grid systems for layouts. Through a series of design problems, students will learn to use type as an effective visual element relevant to layout and content. Historical and contemporary models of layout and type usage will be explored through both traditional hand and digital means. The course covers layout and typographic standards of many types of publication, both print and electronic. Students submit a complete portfolio at the end of the semester

General Education Status: Social Science

Credits:

3

Lecture Hours:

2

Lab Hours:

3

Learning Outcomes:

1 Demonstrate proficiency in the fundamentals of typographic usage in contemporary commercial design.

2. Create, utilizing appropriate typography, visual solutions to commercial design problems.

3. Differentiate among the various traditional and contemporary typefaces, and understand their relationships to the field of commercial design.
4. Utilize typography itself, as a design element, in creating effective design solutions.
5. Produce a professional portfolio, including both hand and computer generated images, demonstrating the appropriate use of typography in design.

Course Content Areas:

Background and History of Type and Font Design

Research and discussion of font design and its relationship to various projects. History of font design and relationship to current industry.

Hand Lettering

Research, discussion and hand-on projects incorporating hand-lettering into realistic and current projects. Technical tools are utilized.

Understanding of Font Design and its Application

Projects showing a thorough understanding of basic font design such as in logos and corporate identity.

Large-Scale Super Projects

Application of font design, measurements, copyfitting and layout design into professional assignments, such as newsletters, brochures, annual reports and large spreads.

Portfolio Presentation

Presentation of final tangible portfolio demonstrating a comprehensive understanding of all the above aspects of font and type design and application. Reviewed and critiqued with professor and classmates.

