

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: DMA 219 Typography for Web

Design Department: Visual, Performing, and Media Arts

Chairperson: Annie Hogan

Office Location: CC 341

E-mail Address: AHogan@middlesexcc.edu

Telephone: 732.906.2589

Prerequisites: MAD118

Co-requisites:

Course Description: This course offers a general overview of typography with a particular emphasis on use of typography in web publishing. Topics include type history, type anatomy, font identification, readability, grid systems, hierarchy, spacing and scaling, and type as image. While based on traditional typographic principles, web typography differs in software tools used, and in strategies for organization and usability consistent across browser platforms. Typographic principles are stressed in terms of screen readability, navigation, organization, and editability. A variety of web development tools are used to apply the principles covered in this class, including basic HTML and CSS coding for text formatting.

General Education Status: N/A

Credits: 3 Lecture Hours: 1 Lab Hours: 4

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Identify key events in typographic history
Demonstrate proficiency in typographic fundamentals and apply to digital publishing
Apply typographic web standards for online readability and usability
Create type-based graphics and animated type for expressive visual communication

Course Content Areas:

Type History: overview, historical milestones, technological developments, changes in trends, applications, and usability

Type Fundamentals: type classification, major typefaces, type families, measurements, spacing and scaling, text formatting, readability issues

Visual Communication: text layout and organization, color, emphasis, visual hierarchy, grids and templates, type as image, type in motion

Web: navigation, web standards for readability, tables and frames, cross-platform consistency, troubleshooting font issues, editability

Middlesex County College
Edison, NJ 08818

COURSE ID (DEPARTMENT AND COURSE NUMBER)
DMA219 Performing, and Media Arts

COURSE NAME
Typography for Web Design

NUMBER OF CREDITS AWARDED FOR COURSE
3

PREREQUISITE OR COREQUISITE COURSES OR ACADEMIC STANDING
Prerequisite: M.n.D118

NEW OR MODIFIED COURSE
New

SEMESTER AND YEAR COURSE WILL FIRST BE OFFERED
Fall 2009

NAME AND TELEPHONE NUMBER OR EMAIL ADDRESS OF DEPARTMENT CHAIR
Nadine Heller, 732-906-2589

DETAILED COURSE DESCRIPTION:

This course offers a general overview of typography with a particular emphasis on use of typography in web publishing. Topics include type history, type anatomy, font identification, readability, grid systems, hierarchy, spacing and scaling, and type as image. While based on traditional typographic principles, web typography differs in software tools used, and in strategies for organization and usability consistent across browser platforms. Typographic principles are stressed in terms of screen readability, navigation, organization, and editability. A variety of web development tools are used to apply the principles covered in this class, including basic HTML and CSS coding for text formatting.

OUTLINE OF COURSE OBJECTIVES

1. Identify current web trends in typography in historical context
2. Utilize letterforms as visual elements in expressive design
3. Identify typographic anatomy and appropriate terminology
4. Apply correct terminology in discussing type and type relationships
Explain type classification and type families, relating them to HTML and CSS designations
Explain and apply type fundamentals to web page layout, including: point and pica, leading, tracking, kerning, baseline shift
7. Demonstrate how measurement of elements such as x-height, capline, descenders, and baseline, affect size and readability as applied to screen media
8. Establish space us structures, and execute as frames and tables for web page layout
9. Apply color to typographic expression and for screen use

10. a variety of text-based content standards for **effectively presenting**
11. Demonstrate ability to use type for the web in HTML and CSS, such as different heading sizes
12. Produce an interactive for final review

TEXTS, JOURNALS, AND OTHER MATERIALS USED IN COURSE

Great Web Peck
 Rob Carter, Ben Meggs, *Typographic Design Form and Communication*,
 Van Nostrand Reinhold, ISBN: 0-442-00759-0

Variety of online sources

SUGGESTED GRADING CRITERIA

Projects	60%
Class Participation	15%
Portfolio Presentation	15%
Quizzes	10%

SCHEDULE OF TOPICS TO BE COVERED

1. Introduction and overview
2. History of typography, contextualizing web media
3. Typographic anatomy-vocabulary and terms
4. Typographic standards for the web-type designations and tags in HTML and CSS
5. Readability and legibility and web page layout-scale, color, alignment, spacing
6. Expressive typography-visualizing the message
7. Typographic graphics-logos and symbols
8. Grid layout and composition-applied to web tables and frames
9. Formatting text for web pages-HTML and CSS
10. Hyperlinked text and navigation-type hierarchy and visual organization
11. Type in motion, dynamic and animated typography
12. Final project, interactive portfolio
13. Portfolio review