VCA 125 - TYPOGRAPHY I

Course Description

This course serves as an introduction to typographic history, letterforms, mechanics, terminology and usage. Students will complete projects that lead them to an understanding of the fundamental and technical aspects of this abstract art including font selection and typesetting. As part of this course, students will also learn the basics of Adobe In Design. Desktop publishing software used to create single and multi-page files, format text using style sheets, manage color, import and create graphics and tables and prepare files for print production. The Adobe Certified Professional Exam for In Design is included in the cost for this course. Group 2 course.

Credit Hours

3

Contact Hours

4

Lecture Hours

2

Lab Hours

2

Required Prerequisites

VCA 150

Recommended Prerequisites or Skills Competencies

Intermediate keyboarding skills, intermediate to advanced understanding of vector drawing, desktop publishing software and the Macintosh system

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Use software specific terminology and concepts.
- Use page layout software to perform tasks.
- Describe the historical impact of typographic elements on font design.
- Describe historical events related to the typography field.
- Identify typefaces.

Application:

- Create projects using computers and computer peripherals.
- Apply course concepts to projects.
- Employ problem solving strategies that resolve typographic design issues.
- Demonstrate independent work ethic.
- Select the appropriate typeface for a project.

Integration:

- Use industry standards in product development.
- Prepare files for service bureau production.
- Assimilate historical typographic patterns and concepts into typography projects.
- Prepare artwork for a professional portfolio.

Human Dimension:

- Resolve issues in work through critiques and communication with others.
- Use the content in this course to inform and help others and themselves.

Caring - Civic Learning:

- Promote global awareness through product development.
- Explain the importance of improving skills to develop their talent.
- Identify influences on typography.

Learning How to Learn:

- Frame useful questions for developing technical skills.
- Interact constructively during critiques and discussions.