

Fall 2024

11/03/2023

11/14/2023

11/16/2023

Credit - Degree Applicable

Art (Master's Degree)

Graphic Arts (Desktop publishing) (Any Degree and Professional Experience)

DART - Digital

140

Digital Art (DA

Arts and Humanities (ARAH)

Drawing & Typography

Drawing & Typography

1030.00 - *Graphic Art and Design

NBS - Not Basic Skills

C - Clearly Occupational

Update catalog description, content and textbooks.

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This course focuses on typography fundamentals, history, theory, letterforms, and ~~do fa~~

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No

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Edu

Class Participation	Instructor provides rubric for critique feedback
Exams/Tests	Students take a test on terminology related to Typography
Homework	Students read about and look at calligraphic arts, hand lettering and drawing
Lab Activities	Students work on drawings to illustrate an Editorial News Article
Oral Present	Students present their artworks
Portfolios	Students submit a portfolio of completed works
Problem Solv	Students will research the history of logo design, contemporary trends, and current logo design. They will then redesign an existing logo paying attention to target audience, client needs, and market research.
Projects	After an introductory lecture and review of typography students will create a new alphabet based on the manipulation of an existing font. Student projects will be evaluated according to demonstrated design principles, clarity of presentation and creative use of the software.
Quizzes	Example: After an introductory lecture and review of handouts containing key formal and critical terms, students will take a quiz.
Skills Demonstration	Example: Students will research illustrators and artwork that incorporates type and imagery. They will then reinterpret the artwork and further refine the drawing skills digitally.
Other	Critique, portfolio and professional development

Example: Read Case Study on Logos and Branding

Students write a short response reflecting on their artistic process taking a design project from beginning to end

Students study the illustrations and calligraphy of the Asian art, Middle Eastern art, Art Nouveau, Pop Art, and contemporary hand lettering

Y - Not Applicable (Funding Not Used)

Program Applicable

Yes

No