



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
ADV110	Typography I: Basics of Graphic Design	3
Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
1 lecture/4 studio hrs	N/A	Spring 2022

Catalog description:

Introduction to basic layout and typography as the fundamental language to graphic communication. No previous knowledge of layout and typography is presumed. Addresses the use of different typefaces to communicate visually desired effects, type forms, type indication and basic graphic design with type for layouts.

General Education Category: Not GenEd

Course coordinator:

Tina LaPlaca, Professor, Coordinator Advertising + Graphic Design and Illustration
609-570-3356 laplacat@mccc.edu

Required texts & Other materials:

- Design Process Sketchbook 9" x 12"
 - Notebook and folder
 - Storage Space/Flash Drive
- Optional text: ***Thinking With Type***, 2nd ed. by Ellen Lupton, Princeton Architectural Press, ISBN: 1-56898-448-0

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Understand, identify, and apply basic design principles to layout and typography [Supports ILG # 4 & 6; PLO # 1 – 4]
2. Define basic layout and typography terminology [Supports ILG # 4; PLO # 1 & 2]
3. Develop basic visual problem-solving and apply principles to project objectives [Supports ILG # 1 & 4; PLO # 1–5]
4. Explore effective combinations of type and image to support a design concept [Supports ILG # 4; PLO # 1–5]
5. Relate type and image with effective page layouts [Supports ILG # 4; PLO # 1– 5]

6. Understand the importance of visual hierarchy and how to carry visual hierarchy across multiple pages [Supports ILG # 4 & 6; PLO # 4 & 5]
7. Develop and present ideas in both written and oral formats [Supports ILG # 1; PLO # 6 & 7]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Program Learning Outcomes for Advertising + Graphic Design program (PLOs)

1. Apply computers applications to design principles;
2. Visualize and practice professional typography;
3. Design and present professional-quality work;
4. Create professional-quality logos, newsletters, posters, brochures, websites, publications, and advertisements;
5. Create web pages that use design principles that communicate effectively;
6. Develop and present creative ideas in both written and oral formats;
7. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I

Brief History of Type [Supports Course SLO # 1 – 7]

The student will be able to...

1. Learn brief history of type from sound to symbol
2. Research and explore influential periods and styles in history to identify type categories
3. Review basic design principles: balance, emphasis, rhythm and unity.
4. Research a particular typeface and period in history
5. Create a design for an influential type designer
6. Develop typeface understanding through classroom exercises and include in personal design process book
7. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit II

Legibility and Readability [Supports Course SLOs # 1 – 7]

The student will be able to...

1. Analyze typefaces for distinct personalities
2. Identify various typefaces from classroom exercises
3. Describe ingredients to good design based on design principles
4. Create an all-typographic logo type
5. Develop typeface empathy through classroom exercises and paste into design process books
6. Develop typeface understanding through classroom exercises and include in personal design process book
7. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit III **Formatting Type for Layouts** [Supports Course SLOs # 1 – 7]

The student will be able to...

1. Analyze various figures in OpenType Fonts
2. Describe the key factors to layout design
3. Identify typestyles, paper and color choices from classroom exercises
4. Design an all-typographical advertisement from an article in a software program
5. Develop typeface understanding through classroom exercises and include in personal design process book
6. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit IV **Techniques for Emphasis** [Supports Course SLOs # 1 – 7]

The student will be able to...

1. Learn typographic techniques to communicate effective messages
2. Identify the components of a book jacket
3. Analyze and respond to professional book jacket designs by professionals
4. Create a book jacket using proper design principles, typography and original artwork
5. Develop typeface understanding through classroom exercises and include in personal design process book
6. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Evaluation of student learning: [Evaluates SLOs # 1 – 7]

Achievement of the course objectives will be evaluated by the following tools:

- Assignments and class exercises to be done at home and uploaded for review by instructor.
- Participation and attendance in class exercises and class critiques.
- Class critique presentations and participation.

Evaluation Tools	% of Grade
Attendance of lectures and presentations, participation with class discussions, creative exercises and project critiques	20%
Project 1: Influential Type Design Promo	20%
Project 2: All-Typographical Logo Design	20%
Project 3: Typographical Design Advertisement	20%
Project 4: Book Jacket Design	20%
Total	100%