

GRD 228 Typography

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COURSE DESCRIPTION:

This course covers the complete scope of typography from the anatomy of type and the basic rules of creating professional level type through designing with type and learning how to choose the correct type style to convey a clear and distinct message. Also this class will focus on design theory and principals so that the student will learn how to use these ideas along with the rules of typography to create clean, professional looking designs.

Prerequisite: Basic computer knowledge

TEXT:

NONE

Note: This class will cover a broad range of ideas and theories that are not covered in any single text. Powerpoint presentations that I have prepared will be available to students, but students should also prepare to take extensive notes.

COURSE OBJECTIVES:

Upon satisfactory completion of this course, students will be able to:

1. Design with type on a professional level.
2. Know correct shortcut keys for special characters, and when to use them.
3. How to use basic design principals and theory to achieve professional results.
4. How to take their own design ideas to another level.
5. How to correct flaws in finished pieces using professional typographic and design principals.

ATTENDANCE:

This class requires attendance to all classes unless permission is given by the instructor to be absent. You may have to miss a class or two if you wish to use this time for work outside of class (filming). The instructor will discuss how this will work in the first class meeting.