

Fundamentals *of* Typography

SP 2019

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COAR 211/001

3 Credits

Spring 2019, 01/14/2019 - 05/11/2019

Mon., Wed. 9:00am - 11:20am

Pre-requisites/ Course Restrictions:

Sophomore standing in the Department of Communication Arts.

Recommended Texts:

Typographic Design: Form & Communication (5th ed) - Carter, Day, Meggs

Thinking with Type (2nd ed) - Lupton

Required Technology:

HB pencil, Sharpie Markers, Laptop with either Adobe Illustrator or InDesign

Course Description:

A fun introduction to the gloriously nerdy world of the study and use of typography within the context of communication. The course will give students an appreciation for letterforms, specifically their ability to communicate meaning both linguistically and emotionally.

LEARNING OBJECTIVES:

- Knowledge of typeface classifications & anatomy.
- Knowledge of proper letter, word and line spacing for optimal legibility.
- Appreciation for the nuances of typeface design.
- Use of typography to enhance the meaning of written communication.
- Introduction to the use of grids to arrange type on a single spread.
- Use of sequential type arrangements to enhance communication.