

FUNDAMENTALS OF TYPOGRAPHY

COAR 211/001

FA 2019

Fall 2019, 08/21/2019 - 12/09/2019
Mon., Wed. 9:30am - 11:50am

3 Credits

Andrew Davies (ardavies@vcu.edu)

Why should you take this course*?

(*Aside from the fact that you have to)

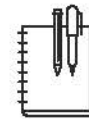
This will be a fun introduction to the gloriously nerdy world of typography where we'll explore how the appearance of a word can affect the way we think, what we believe and, more importantly, what movies we watch. You'll learn how to manipulating readers' perceptions without the use of hypnosis. And, even if you plan on uninstalling InDesign as soon as finals are over, you'll increase your marketability by developing new design skills, gaining familiarity with industry-standard software, and improving the look of any piece of writing you produce from here on out; research papers and all. So if you've ever wondered why everyone hates Comic Sans, how a simple typeface choice could save lives, and why Ryan Gosling is obsessed with Papyrus, then you so should take this course.

What you'll need for this course:

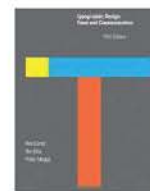
- A laptop with Adobe Illustrator or InDesign installed



- Various pencils and markers
- A sketchbook



- Access to the following books:



Typographic Design: Form & Communication (5th ed) - Carter, Day, Meggs [on reserve in the library]



Designing with Type (5th ed.)
- James Craig