



Syllabus

ART 225 Typography: Evolution & Application

General Information

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Department Visual and Performing Arts

Course Prefix ART

Course Number 225

Course Title Typography: Evolution & Application

Course Information

Catalog Description This studio art course is intended to be an exploration of typography from prehistoric mark making through current international trends in typography. This art course traces the history and impact of typography on culture and will explore the human need to connect and communicate using type. Students will study letter forms, the design of social movements and cultural connections while engaging in projects which will combine historical perspectives of typography, investigation of culture and the impact of type, color and symbolism on visual communication. Students will develop a body of work which celebrates diversity, equity, inclusion and social justice. This class is required for students enrolled in the AAS in Graphic Design.

Credit Hours 3

Lecture Contact Hours 2

Lab Contact Hours 2

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

None

Co-requisites

ART 115

First Year Experience/Capstone Designation

This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories

Diversity, Equity, Inclusion and Social Justice Outcome 1, Diversity, Equity, Inclusion and Social Justice Outcome 2, and Diversity, Equity, Inclusion and Social Justice Outcome 3

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Analyze letterforms and typographic elements.
2. Apply typography in a way that visually reflects the historical and contemporary societal factors that shape the development of individual and group identity. Illustrate type's connection to race, class, gender, historical appropriateness, conceptual intention, and accessibility.
3. Analyze the role that typography and the dissemination of written language has had on complex networks of social structures, as well as the role systems play in the perpetuation of the dynamics of power, privilege, oppression, and opportunity.
4. Apply color, symbolism and typography in a way that depicts principles of rights, access, equity, and autonomous participation to past, current, or future social justice action.

Outline of Topics Covered

I. History and Etymology; the influence of culture and human evolution.

- Alphabets
- Writing and Iconography
- Language: Construction and Lexical Understanding
- Western and Non-Western Developments
- The Arrival of Typography

II. Technology and Cultural Impact: Creating Equity and Exclusion or Systematic Oppression?

- Printing and Reproduction Techniques
- The Letter Press
- Digital Typesetting for Print
- Digital Typesetting for Screen
- Propaganda
- Social Justice
- Intentionally Selecting a Typeface

III. Form: Dissecting Letters and Written Language

Glyphs: Letters, Numbers and Punctuation

- Anatomy of Type
- Caps
- Small Caps
- Size/Units

IV. Setting Type for Aesthetic Flow and Readability: Matters of Accessibility

- Point Size / Type choice
- Kerning
- Tracking
- Line-spacing
- Line-length/Measure
- Alignment

V. Hierarchy; Organization, Visual Effect and Content Accessibility

- Type classification
- Type families
- Pairing typefaces
- Font formats
- Ableism
- Meeting ADA requirements
- Type choices and research as a means of creating successful connections

VI. Grids Structure: Underlying Intentionality

- Columnar
- Modular
- Baseline
- Function

VII. Templates and Styles: Bringing Accessibility to the Masses

- Design for readability for children
- Design for readability in education
- Design for readability in print

- Design for readability on screen

VIII. Establishing Emotion and Mood with Type.

- Social responsibility / Appropriation and identity
- Signs and communication
- Propaganda
- Characteristics and connections