



**Amarillo College**

An equal opportunity community college

## **COURSE SYLLABUS**

### **ARTC 2317 Typographic Design**

#### **PREREQUISITES**

Prerequisite: ARTC 1327 with a minimum grade of C

#### **COURSE DESCRIPTION**

Exploration of problems in typographic design including computer generated letterforms as elements of design. Topics include theory and techniques of traditional, contemporary and experimental typography for advertising and editorial usage. (3 sem hrs; 6 studio) (AGD 3123)

**TEXTBOOK:** Typographic Design: Form and Communication, 3rd Edition

Rob Carter, Ben Day, Philip Meggs, ISBN: 0-471-38341-4, Paperback 320 pages, © April 2003 John Wiley & Sons, Inc.

#### **PERFORMANCE/LEARNING OBJECTIVES**

(minimum competencies) After studying the material presented in this course of study, the student will be able to do the following as evaluated by the faculty in the department/program.

Demonstrate & gain skill to effectively use typography in design and to design typefaces  
Learning Objectives:  
Interpret styles of type Further understanding and definition of "good" typography  
Demonstrate the mechanics and techniques of typography  
Set and manipulate type on the computer  
Design with type  
Design a typeface

#### **REQUIRED EXAMINATIONS:**

Various knowledge and performance tests.

#### **EVALUATIONS:**

Performance tests including problem solving, execution, creativity, neatness, organization, deadlines and professionalism. Specific instructions for each assignment are given on a written and printed handout at the beginning of the course. Standards will be set through examples shown during the lectures and also evaluation determined by the instructor's professional experience and expectations of the design field as determined by advisory committee and advice from professionals.

#### **ATTENDANCE**

No more than 3 class periods may be missed for classes that meet 3 times per week and no more than 2 class periods may be missed for classes that meet twice per week. After the limit, final class grade can be reduced and the student will be advised by the instructor concerning continuing or withdrawing from the course.

#### **FINAL EXAMINATIONS:**

None

#### **DISABILITY STATEMENT:**

Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact Accessibility Services (SSC 125, Phone 371-5436) as soon as possible.

#### **STUDENT RIGHTS:**

In order for you to be apprised of your individual rights as a student you must read the "The Student Rights and Responsibilities" Bulletin available from the Student Services Office in the College Union Building.

#### **INSTRUCTOR CONTACT:**

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