I.   TITLE OF COURSE: CS2673- Typographic Design

II.   COURSE DESCRIPTION: 3 **credit hours**
3 **credit hours of lecture and** 0 **credit hours of lab per week.**

This course will introduce the fundamentals of typographic design. Students will learn various concepts in typography—how the letterform has the power to communicate meaning and mood. The course will focus on improving design by learning to see type differently and choosing type that's appropriate for a given job and setting it in creative, attractive and effective compositions.
For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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Pre-requisite: NA

III.   PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

The CIS Program will provide superior learning opportunities in the area of information technology, utilizing state-of-the-art technology, for both CIS majors and non CIS majors to enable all students to achieve their career and/or educational goals.

IV.   TEXTBOOK AND MATERIALS:

 Textbook selected when course is offered.

V.   SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

1: Read with comprehension, be critical of what they read, and apply knowledge gained to real life

5: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information
6: Exhibit skills in information and technological literacy

9: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

VI.   COURSE OUTCOMES:

 Upon completion of the Typographic Design course with 80% or higher mastery of course competencies, the student should be able to:
General Course Outcome #1: Identify the basic fundamentals of typographic design
General Course Outcome #2: Observe characteristics of type and how its functions
General Course Outcome #3: Employ strategies for choosing appropriate type

VII. COURSE OUTLINE:

1. Typography in the Digital Environment
2. Voice of Type
3. Abstract Form in Type Design
4. Fundamentals in Making Display Type Work
5. Structure and Measurement
6. History of Typographic Design
7. Keeping Body Copy Readable
8. Type in Publications
9. Type Effects
10. Type in New Media
11. Closer Look at Type Design

VIII. INSTRUCTIONAL METHODS:

Lectures, examples, presentations.
Hands-on student exercises and projects covering individual units.
Related readings and reports from computer magazines, Internet and other related media.
Instructors will enforce the Academic Honor Code & Cheating Policy as set forth in the SCCC/ATS College Catalog. Students who fail to adhere to this policy will receive an F for the course final grade unless otherwise stated in the instructor's course policies.

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

Computer Arts magazine
Learning to See Creatively

X. METHODS OF ASSESSMENT:

SCCC Outcome #1 will be assessed through students reading various articles from their text, the internet and magazines dealing with typography and applying what they have read to their hands-on projects.
SCCC Outcome # 5 will be assessed by students researching and evaluating various typographic designs and articles and then discussing their findings in class.
SCCC Outcome # 6 will be assessed by students appropriately utilizing typographic design technology.
SCCC Outcome # 9 will be assessed by evaluating student team projects, their time logs, and their evaluations of each other.
General Course Outcome #1 will be assessed through the daily evaluation of student work.
General Course Outcome #2 and #3 will be assessed by reviewing the student projects and the typography they incorporated into the project

XI. ADA STATEMENT:
Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobble Academic building, room 149 A.

Syllabus Reviewed: 11/12/2018 18:21:47