

Fall 2013
Fall 2014
Fall 2015
Fall 2016

Art 141 Typography I

COURSE OUTLINE

Prerequisites: Art 131, Art 180

Course Description:

Studies the history of letterforms and typefaces and examines their uses in contemporary communications media. Emphasizes applications to specific design problems. Includes identification and specification of type, copy fitting and hands-on typesetting problems. Part I of II.

Semester Credits: 3 **Lecture Hours:** 1-2 hours **Studio Instruction Hours:** 4 hours

VIRGINIA WESTERN COMMUNITY COLLEGE
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(540)-857-7273



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Course Outcomes:

At the completion of this course, the student should be able to:

- Recognize type classifications
- Understand the history of type
- Solve conceptual problems with type

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Required Materials:

- Spray mount
- Black presentation board
- Black Canson paper

Textbook (required):

Carter, Meggs, Day, Wiley & Sons Publishing. Typographic Design: Form & Communication.
ISBN: 978-1-118-71576-5.

Spiekermann, Adobe Press. Stop Stealing Sheet ,2nd ed
ISBN: 978-0-201-70339-9

Internet access and Blackboard required

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Topical Description:

- History of type
- Typesetting
- Designing with type

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