

University of Arkansas - Fort Smith
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General Syllabus

GDES 21003 Advanced Typography

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): ARTS 15551 Admissions Portfolio or consent of Instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Explores advanced typographic techniques, including the digital mechanics of kerning, tracking, leading, special characters, ligatures, punctuation, font and color choices. Projects simultaneously target minute details and overall effect of sophisticated type handling. Visual order, type hierarchy, symbolism, and cultural aspects of type design are emphasized.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Properly use type hierarchy.
2. Choose appropriate fonts and typographical methods based on text content.
3. Understand type harmony and contrast to unify or emphasize text.
4. Use ligatures, italics, small & full caps, sloped case and bold case.
5. Properly use typographic structure and form to enhance text.
6. Combine type styles effectively.
7. Apply proper page design with respect to text and marginal proportion.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students will identify advertising concerns as problems, and propose solutions, addressing appropriate advertising media, client intent, target audience and overall impact. Students will use available data obtained from client needs, research, and current trends in advertising.

Communication Skills ((Written and Oral)

Students will conduct critique sessions and make professional presentations during this course. Students will discuss their own work with clarity, fluency, and intellect, as well as offer feedback for colleagues' work. Students must also present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

III. Major Course Topics

- A. Type hierarchy
- B. Type/text relationships
- C. Typographic structural devices
- D. Type harmony and contrast
- E. Alphabetical symbols
- F. Ligatures
- G. Cases— Roman, upper, lower, titling, italics, small caps, full caps, sloped, Swashed, bold
- H. Combining different type styles
- I. Proportional page layout
- J. Digital typographic methods