DIGITAL TYPOGRAPHY
Course Syllabus

Course Number: ADD-0737
OCAS Code: None
Course Length: 45 Hours
Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Visual Arts
Career Major(s): Visual Graphic Design

Pre-requisite(s): Students will apply knowledge and skills learned in Typography through creation of digital projects.

Textbooks:


Exploring the Elements of Design by Poppy Evans and Mark A. Thomas, Cengage Delmar Learning (2008)


Exploring InDesign CS3 by Terry Rydberg, Cengage Delmar Learning (2008)


Course Objectives:

A. Page Layout
   1. Enter and import text.
   2. Set text through the use of character and paragraph formatting.
   3. Create and use style sheets.
   4. Demonstrate the use of spell checker and automatic hyphenation.
   5. Proofread, edit, and make corrections/adjustments to copy on screen.

B. Demonstrate Electronic Design with Type.
   1. Discuss the rules of professional and sophisticated type.
   2. Create an identity with type.
   3. Discuss leading and kerning.
   4. Construct a layout with body copy and display type.
   5. Manipulate type for custom effects.

C. Demonstrate the Different Text Features.
   1. Apply fonts.
   2. Apply formatting text.
   3. Apply special effects.

D. Typography.
   1. Demonstrate visual displacement and line spacing.
   2. Demonstrate ability to organize typography continuously.
   3. Diagnose typography problems.
   4. Explain ways type can be manipulated with computer.
   5. Choose and apply appropriate typeface.

E. Design.
   1. Apply proper typestyles appropriate to design.

F. Equipment, Tools, and Materials.
   1. Apply knowledge of tools and materials.
   2. Distinguish between display (headline-above 14 pt.) type and body (text-14 pt. and below) type by their point sizes and styles.
   3. Define dingbats, bullets, rules, and symbols and their uses in publications.
   4. Distinguish the type arrangements: flush, left-ragged right, flush right-ragged left, centered, and justified.
   5. Measure copy/text in points using an E-scale.
   6. Distinguish leading, tracking, and kerning.
   7. Distinguish special characters (i.e., en space, em dashes, first line indent, etc.) and paragraph spacing.
   8. Explain the difference between TrueType, Type 1, and OpenType fonts.

All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.
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Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility:
The student must maintain a grade point average of 2.0 or better.