Course Number: VA-0391
OCAS Code: None
Course Length: 45 Hours
Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Printing Technology, Visual Arts
Career Major(s): Digital Prepress Assistant, Visual Communication Artist, Vinyl and Graphics Installation Specialist
Pre-requisite(s): Students identify type anatomy and use type appropriately to design materials. Students also use the picas/points measuring system.

Textbooks:


Printing in a Digital World by David Bergsland, Delmar Thomson Learning (1997)


Course Objectives:

A. **Identify the Major Type Classifications (Type Faces).**
   1. Define terminology associated with typography.
      a. Identify x-height, mean-line, baseline, ascenders, descenders, counter/body, and their roles in measuring and designing with type.¹
      b. Identify lowercase, caps/uppercase, small caps, ligatures and glyphs.¹
   2. Identify the basic type styles and their uses.¹
      a. Roman
      b. Gothic
      c. Text
      d. Script
      e. Novelty
   3. Distinguish between serif and sans serif type styles.¹

B. **Calculate Measurements in the Point System.**
   1. Discuss point system of measurements.
   2. Apply units of measurement to determine type sizes.
   3. Measure copy/text in points using an E-scale.¹

C. **Explain Typography.**
   1. Demonstrate understanding of typographic terminology.
      a. Type anatomy.
   2. Identify characteristics of type faces.
   3. Explain type measurements.
   4. Distinguish type size, leading, tracking and kerning.¹
   5. Distinguish special characters (i.e., en space, em dashes, first line indent, etc.) and paragraph spacing.¹
   6. Distinguish the type arrangements: flush left–ragged right, flush right–ragged left, centered, and justified.¹
   7. Choose and apply appropriate typeface.

D. **Use Type in Design.**
   1. Select proper type styles appropriate to design.

E. **Practice Hand Lettering.**
   1. Manipulate for logo design.

F. **Discuss Calligraphy.**
   1. Understand the anatomy of calligraphy.

¹ODCTE objectives
²States’ Career Clusters - Career Cluster Resources for Arts, A/V Technology &
Communications
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.

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, Rogers State University 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.