

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: GAT 125 Department: Graphic Arts Technology
 Course Title: Typography & Layout Design Semester: Spring Year: 2016

Objectives/Competencies

Course Objectives	Competencies
<p>1. Understand the origin, development, accomplishments of typography, as well as its current and future uses.</p> <p>2. Understand the technical terms and relationships between type families, their identifiable characteristics, and correct usage.</p> <p>3. Learn basic skills in computerized typesetting within popular desktop publishing software applications.</p> <p>4. Have basic knowledge of the history of contemporary visual art.</p>	<p>1. Know evolution of alphabet from original Phoenician alphabet through various modern western alphabets. Know the history and development of lower case type styles. Understand how the introduction of movable type influenced the development of type styles. Understand the effects that photographic preparation of type had on the setting, quality, and style of type.</p> <p>2. Identify and classify seven basic families of typefaces. Identify and classify various styles within these basic type families: light, medium, bold, extra bold, expanded and condensed, with their italic variations. Understand the principles of readability and legibility. Accurately measure type in points & other commands in picas. Learn how to specify letter spacing & kerning.</p> <p>3. Typeset & position type correctly for specific page layouts using Adobe InDesign. Correctly set type size (text & display) spacing, and column width. Assemble a multiple page layout. Assemble various types of image components, such as text, display type, line images, tints, and halftones. Assemble page layout to correctly and accurately fit the design and printing requirements of the job.</p> <p>4. Understand the progression of major design epochs and artists in contemporary visual art from the middle ages to the late twentieth century. Identify and recognize the major characteristics of various major design styles. Be able to integrate most design characteristics into creative visual art projects.</p>

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<p>5. Be able to utilize the traditional elements in page design.</p>	<p>5. Understand the use the three basic design elements (square, circle and triangle) in page layout. Utilize "white space" as an important design element. Understand and combine the different design components of type and artwork. Combine all of the above to produce an effectively layout.</p>