Course Inventory Change Request

New Course Proposal

Date Submitted: 02/13/15 9:42 am

Viewing: DES 2710: Typography

Last edit: 02/13/15 9:42 am

Changes proposed by: nsmith

Catalog Pages referring this course

Art
Art (ART)

Other Courses referring this course

In The Catalog Description:

ART 2710: Typography
ART 3710: Advanced Typography

As A Banner Prerequisite:

ART 3710: Advanced Typography

In Workflow

1. CIT Chair
2. SST Admin
3. SST Dean
4. University Curriculum Committee Chair
5. Banner

Approval Path

1. 02/16/15 2:42 pm Bart Stander (stander): Approved for CIT Chair
2. 02/17/15 8:26 am Ruth Bruckert (bruckert): Approved for SST Admin
3. 02/19/15 10:11 am Eric Pedersen (pedersen): Approved for SST Dean
<table>
<thead>
<tr>
<th>Course Prefix:</th>
<th>DES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Number:</td>
<td>2710</td>
</tr>
<tr>
<td>Effective Semester:</td>
<td>Fall 2015</td>
</tr>
<tr>
<td>Department:</td>
<td>Computer Information Technology (CIT)</td>
</tr>
<tr>
<td>School:</td>
<td>School of Science &amp; Technology</td>
</tr>
<tr>
<td>Course Title:</td>
<td>Typography</td>
</tr>
<tr>
<td>Short Course Title:</td>
<td>Typography</td>
</tr>
<tr>
<td>Credits:</td>
<td>3</td>
</tr>
<tr>
<td>Workload Factors:</td>
<td>4.5</td>
</tr>
<tr>
<td>Primary Grade Type:</td>
<td>Standard Letter</td>
</tr>
<tr>
<td>Secondary Grade Type:</td>
<td></td>
</tr>
<tr>
<td>Instructor Permission Required:</td>
<td>No</td>
</tr>
<tr>
<td>Repeatable for Credit:</td>
<td>No</td>
</tr>
<tr>
<td>Schedule Type:</td>
<td>Studio</td>
</tr>
<tr>
<td>Hrs/Wk:</td>
<td>6</td>
</tr>
<tr>
<td>Catalog Prerequisites?:</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Catalog Prerequisites:**
- DES 2500

**Grade Required on Prerequisite(s):**
- C-

**Corequisites?:**
- No

**Course/Lab Fee?:**
- Yes

| Course/Lab Fee Amount: | 25 |
| Fee Deposit Index Code: | TEC303 |

**Fee Justification:**
- Maintain CIT infrastructure
Instruction Index: TEC203
Code:  

GE Status: No
Requested:  

Catalog Description
Study of basic layout, lettering, type design, identification of styles, and typographic history. Students learn how to use type as a basic element of graphic communication, how the use of different typefaces visually communicate a desired effect, and fundamental terminology of type specification. Consists of lectures, quizzes, and ongoing typographically-related projects intended to be of portfolio-quality. Course fee required. Dual listed with ART 2710 (students may take only one course for credit).

Course Rotation:
Fall (every)
Spring (every)

Justification for course/change:
Changing course number to lower division to be consistent with similar USHE courses.

Library Resources
Adequate: Yes

Tech Resources
Adequate: Yes

Comparable Courses:
(use USHE course first)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Prefix/Number</th>
<th>Credit(s)</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utah Valley University</td>
<td>ART1410</td>
<td>3</td>
<td>Typography 1</td>
</tr>
<tr>
<td>Southern Utah University</td>
<td>ART3210</td>
<td>3</td>
<td>Typography 1</td>
</tr>
<tr>
<td>University of Utah</td>
<td>ART3680</td>
<td>3</td>
<td>Typography</td>
</tr>
</tbody>
</table>

Course Learning
Outcomes:
Ability to follow direction and meet deadlines
Follow the design process from thumbnails through the finished project
Present work in a professional manner and to give and receive feedback during critiques
Competency in craftsmanship, creativity, in while using the appropriate design principles
An understanding of the basic history and evolution of type
Name the basic anatomy of type; x-height, baseline, descender, apex, etc
Identify the difference between basic typefaces
Know the how typefaces are classified based on their visual properties
Be able to choose appropriate typefaces for projects i.e., web vs print
Demonstrate an understanding of visual hierarchy in relation to type
Understand the importance of function vs form in relation to readability and use of typefaces
Demonstrate an understanding and ability to put into practice the use of the typographic grid
Adjust the leading and kerning or letter-spacing
Set tabs, margins, style sheets and other type functions in InDesign and Illustrator

How do your Course Learning Outcomes align to your Program Learning Outcomes?

Following the design process from research through to a completed project. Aligns to learning outcome 1.
Ability to take design principles and put them into practice. Aligns to learning outcome 2.
Use of software applications to complete elements of a project. Aligns to learning outcome 3.
Presentation of completed projects in a professional manner. Aligns to outcomes 4 and 6.
Participation during in-class critiques. Aligns to outcomes 5 and 6
Creation of portfolio quality work. Aligns to outcome 7.

Schedule of lesson activities that meet Course Learning Outcomes

Course activities will include:
1. Applying the design process to each class project
2. A professional presentation of completed projects
3. All class projects are designed to discuss typography concepts and require students to demonstrate an understanding of those concepts
4. Design of a minimum of 5 portfolio quality projects throughout the semester

Assessment activities that provide evidence of student learning

This course involves application of design principles and computer and software competencies.
Assessment tools:
1. A comprehensive review of finished projects
2. Quizzes and Tests on course content

Course Reviewer Comments

Key: 1586