



TYPOGRAPHY AND LAYOUT I — GRDT 1016

A. Course Description

- **Credits:** 3.00
- **Lecture Hours/Week:** 2.00
- **Lab Hours/Week:** 1.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

This course covers the basics of typography and development of page layout in graphic design processes. It provides an overview of the graphic design profession and a historical framework for modern typography and layout practices. Typography classification and identification are covered. Design elements and principles are used as a foundation of any design work. Both screen and print formats are explored. Students work with type and visuals to create layouts and solve design assignments.

B. Course Effective Dates: 1/12/15 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. Create a type style alphabet
2. Define design elements and principles
3. Define graphic design
4. Define layout
5. Define type and layout terminology
6. Define typography
7. Describe design process components
8. Describe image formats
9. Design typographic logo
10. Discuss font formats
11. Discuss history of type and graphic design
12. Discuss licenses and copyright
13. Discuss uses of text and display type

14. Explore online type and image resources
15. Explore type and layout software
16. Identify anatomy of type
17. Identify typefaces
18. Install type on the computer
19. Layout advertisements
20. Layout book cover
21. Layout brochure
22. Layout business system
23. Layout for web and multimedia
24. Layout newsletter
25. Layout posters and flyers
26. Measure type
27. Select typefaces
28. Use font management tools
29. Use grids for layout
30. Utilize color in type and layout
31. Utilize design process

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted