



## TYPOGRAPHY AND LAYOUT II — GRDT 2016

### A. Course Description

- **Credits:** 3.00
- **Lecture Hours/Week:** 2.00
- **Lab Hours/Week:** 1.00
- **OJT Hours/Week:** 0
- **Prerequisites:**
  - GRDT 1016: Typography and Layout I
  - GRDT 1430: Adobe InDesign I
- **Corequisites:** None
- **MnTC Goals:** None

This course covers advanced typography and page layout skills. Students develop greater understanding of type as a key element of design. The course concentrates on designing with type, understanding the relationship between type families and type styles, selecting type for emotional impact, and using color and texture in type. Additional topics include font and image copyright requirements, and use of type and images for web and motion graphics. Students work toward creating effective marketing and advertising pieces through the practical application of typography and composition. The use of visual concepts is explored. Development and completion of a variety of assignments place emphasis on methods using page layout software. Prerequisites: GRDT1016 & GRDT1430

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

### C. Outline of Major Content Areas

As noted on course syllabus

### D. Learning Outcomes

1. Apply fine typographic detail in professional type layout
2. Describe advertising approaches
3. Describe font creation software
4. Describe historical design influences on modern type and layout design
5. Design a new typeface
6. Design ad campaign
7. Design comprehensive presentations
8. Design editorial layout

9. Design for non print applications
10. Design integrated branding campaign
11. Design packaging
12. Design typographic visuals
13. Design visuals in sequence
14. Develop color palettes
15. Develop sensitivity to formal qualities of letterforms
16. Develop visual concepts
17. Distinguish writing, lettering and typefaces
18. Explore legibility and readability in type design
19. Follow copyright law for use of fonts and image
20. Identify design principles
21. Identify layout formats
22. Identify target market
23. Manage fonts on the computer
24. Select typefaces for design systems
25. Shape verbal message through typographic design
26. Solve design problems
27. Utilize computer page layout software
28. Utilize layout grids
29. Utilize production methods
30. Utilize visual proofreading technique

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

**F. Learner Outcomes Assessment**

As noted on course syllabus

**G. Special Information**

None noted

