**University of Arkansas - Fort Smith**
**5210 Grand Avenue**
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**General Syllabus**

**ART 1133 Introduction to Typography**

Credit Hours: 3                    Lecture Hours: 2                    Studio Hours: 4

Prerequisite(s): None

Effective Catalog: 2019-20

## I.    Course Information

### A.  Catalog Description
An introduction to design and aesthetic issues concerning type and its use. Type measurement, typography design, technical issues relating to type and production, and a survey of the history of type are covered. Projects involve type design issues, problem solving, and deadlines.

### B.  Additional Information
Introduction to Typography is designed to introduce the student to fundamental type and design issues. Assignments are based on design concerns related to typography. Studio assignments are given and are accompanied by individual assistance. This course is considered important as ground work for all graphic design courses and is a prerequisite continuing in the BS Graphic Design program.

## II.    Student Learning Outcomes

### A.  Subject Matter
Upon successful completion of this course, the student will be able to:

1. List and define terms and issues concerning the history of type and type designers.
2. Recognize and render various typefaces, fonts and families of type.
3. Design with type for logos and simple page layout.
4. Measure type, alignment of type, kerning and leading and using type in body copy.

### B.  University Learning Outcomes
This course enhances student abilities in the following areas:

**Global and Cultural Perspectives**
Students will reflect upon design and typography from different times, cultures and places.

**Communication Skills (Oral and Written)**
Students participate in formal critique sessions and professional presentations during this course. Students practice discussing their own work with clarity, fluency, and intellect, as well as offering feedback for colleagues' work. Students must also present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

III.    **Major Course Topics**

    A.  History of type and type designers.
    B.  Typefaces, fonts and families
    C.  Letterform and typeface design
    D.  Designing with type in logos and page layout.