

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913–3649
479–788–7000

General Syllabus

GRDS 2103 Advanced Typography

Credit Hours: 3

Lecture Hours: 2

Lab Hours: 4

Prerequisite: 2303 Graphic Design, 2243 Digital Illustration, or consent of instructor

Effective Semester: Summer I 2010

I. Course Information:

A. Catalog Description

Explores advanced typographic techniques, including the digital mechanics of kerning, tracking, leading, special characters, ligatures, punctuation, font and color choices. Projects simultaneously target minute details and overall effect of sophisticated type handling. Visual order, type hierarchy, symbolism, and cultural aspects of type design are emphasized.

B. Additional Information - None

II Student Learning Outcomes

A. Subject Matter

Upon completion of this course, the student will be able to demonstrate:

1. Competent use of type hierarchy
2. Appropriate font choice and typographical methods based on text content
3. Understanding of type harmony and contrast to unify or emphasize text
4. Proper use of ligatures, italics, small & full caps, sloped case and bold case
5. Proper use of typographic structure and form to enhance text
6. Ability to combine type styles effectively
7. Proper page design with respect to text and marginal proportion

B. University Learning Outcomes

Communication Skills

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.

Technological Skills

Advertising Design II improves and reinforces computer skills obtained in previous courses. Students must be fluent in page layout, photo editing, illustration and web design software to successfully complete this course.

Analytical Skills

Assignments in this course identify advertising concerns as problems, and students satisfy them as solutions, addressing appropriate advertising media, client intent, target audience and overall impact. Successful solutions to problems are the result of analysis of available data obtained from client needs, research, and current trends in advertising.

III. Major Course Topics:

- A. Type hierarchy
- B. Type/text relationships
- C. Typographic structural devices
- D. Type harmony and contrast
- E. Alphabetical symbol.
- F. Ligatures
- G. Cases– Roman, upper, lower, titling, italics, small caps, full caps, sloped, Swashed, bold
- H. Combining different type styles
- I. Proportional page layout
- J. Digital typographic methods

