

# Washtenaw Community College Comprehensive Report

## GDT 215 Typography II Effective Term: Fall 2014

### Course Cover

**Division:** Business and Computer Technologies

**Department:** Digital Media Arts

**Discipline:** Graphic Design Technology

**Course Number:** 215

**Org Number:** 14520

**Full Course Title:** Typography II

**Transcript Title:** Typography II

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Course Change

**Change Information:**

**Course description**

**Credit hours**

**Total Contact Hours**

**Outcomes/Assessment**

**Objectives/Evaluation**

**Rationale:** As the nature of interactive media evolves, it is important that graphic designers deeply understand the limitations, possibilities, and specific readability and legibility issues of type on the screen. Adding credit and contact hours will allow for a unit on type for the web to include the understanding and implementation of web fonts for page layout as well as type in banner ads and html emails. In addition to discussing and practicing static type on screen, students will develop the ability to design kinetic (moving) typography found today in motion graphics on the web, television, presentations, film, and video. Finally, changing this course to the studio model will align consistently with the other requirements for this discipline.

**Proposed Start Semester:** Fall 2014

**Course Description:** In this course, students will deepen their knowledge of typography by exploring advanced typography concepts such as grid systems; complex hierarchy; refinement of text and display type; typography for screen-based media such as web, film, and television; experimental typography; by using type to communicate the message effectively. Students with experience equivalent to GDT 100 may contact the instructor for permission to waive the prerequisite.

### Course Credit Hours

**Variable hours:** No

**Credits:** 4

**Lecture Hours: Instructor: 60 Student: 60**

**Lab: Instructor: 0 Student: 0**

**Clinical: Instructor: 0 Student: 0**

**Other: Instructor: 30 Student: 30**

**Total Contact Hours: Instructor: 90 Student: 90**

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

## College-Level Reading and Writing

College-level Reading & Writing

## College-Level Math

### Requisites

#### Prerequisite

GDT 100

## General Education

### General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit

Assoc in Science - Comp Lit

## Request Course Transfer

### Proposed For:

College for Creative Studies

Eastern Michigan University

Ferris State University

Grand Valley State University

Kendall School of Design (Ferris)

Wayne State University

Other : Savannah College of Art and Design

## Student Learning Outcomes

1. Apply advanced typographic principles such as typographic form, text type, and page structure.

### Assessment 1

**Assessment Tool:** Portfolio of student projects

**Assessment Date:** Fall 2014

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All

**Number students to be assessed:** Random sample of 70% of all students with a minimum of one full section

**How the assessment will be scored:** Departmentally-developed rubric

**Standard of success to be used for this assessment:** 75% of the students meet a level of competency or higher on all components contained in the rubric (3 of 4).

**Who will score and analyze the data:** GDT faculty will score and analyze the data.

2. Use both digital and hand-crafted methods to execute designs in visual communication.

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**Who will score and analyze the data:** GDT faculty will score and analyze the data.

3. Apply knowledge of advanced grid structures and page structure through visual

communication designs.

#### **Assessment 1**

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**How the assessment will be scored:** Departmentally-developed rubric

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**Who will score and analyze the data:** GDT faculty will score and analyze the data.

4. Identify and implement appropriate type choices for the web.

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**How the assessment will be scored:** Departmentally-developed rubric

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**Who will score and analyze the data:** GDT faculty will score and analyze the data.

5. Apply knowledge of typographic limitations and requirements for communication on screen-based media.

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**Who will score and analyze the data:** GDT faculty will score and analyze the data.

### **Course Objectives**

1. Analyze and apply knowledge of typographic form, proportion of letterform and their formal qualities to advanced typographic projects.

#### **Matched Outcomes**

2. Create a font utilizing advanced typographic and software skills.

#### **Matched Outcomes**

3. Identify and apply varying grid systems to organize design effectively.

#### **Matched Outcomes**

4. Use typographic form, readability, legibility, grid and page structure to advanced typographic projects.

#### **Matched Outcomes**

5. Use advanced knowledge of hierarchy, layout, readability, legibility and web fonts to design a sophisticated, typography-based web project.

#### **Matched Outcomes**

## **New Resources for Course**

fontlab studio software.

## **Course Textbooks/Resources**

Textbooks  
Manuals  
Periodicals  
Software

## **Equipment/Facilities**

Level III classroom  
Computer workstations/lab

### **Reviewer**

### **Action**

### **Date**

#### **Faculty Preparer:**

*Ingrid Ankerson*

*Faculty Preparer*

*Jan 08, 2014*

#### **Department Chair/Area Director:**

*Kristine Willimann*

*Recommend Approval*

*Jan 08, 2014*

#### **Dean:**

*Rosemary Wilson*

*Recommend Approval*

*Jan 29, 2014*

#### **Vice President for Instruction:**

*Bill Abernethy*

*Approve*

*Mar 20, 2014*