



Western Technical College

10201122 Designing with Type

Course Outcome Summary

Course Information

Description	This course focuses on expanding the students application of all course material learned in Design Fundamentals. Integrating typography & visual elements through targeted real-life design projects will greatly improve students problem solving and designing abilities. Students gain experience in using the design process & analyzing their work. This course relies on the Macintosh computer as a significant tool in solving typographical problems.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Pre/Corequisites

Prerequisite 10201112 Design Fundamentals

Prerequisite 10201104 Publication Design 1

Textbooks

Designing With Type. 5th Edition. Copyright 2006. Craig, James, William Bevington, and Irene Korol Scala. Publisher: Penguin Random House LLC. **ISBN-13**: 978-0-8230-1413-2. Required.

Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Embrace Sustainability

4. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services
2. Demonstrate proficiency in the use of design software, tools and technology
3. Implement creative solutions from concept through completion using a formal process
4. Apply effective legal and ethical business practices and project management skills
5. Communicate artwork rationale in formal and informal settings
6. Collaborate with clients/industry

Course Competencies

1. Apply rules of typography correctly when creating graphic design artwork.

Assessment Strategies

- 1.1. Project
- 1.2. Oral Test

Criteria

You will know you are successful when

- 1.1. you explain typography terms.
- 1.2. you explain how the principles of Design apply to typography.
- 1.3. you apply rules of typography relating to both vertical and horizontal spacing in various design projects.
- 1.4. you apply rules of typography relating to line endings in various design projects.
- 1.5. you demonstrate proper white space usage including margin manipulation in various design projects.
- 1.6. you use spellcheck continuously when creating various design projects.

Learning Objectives

- 1.a. Explain typography terms such as leading, tracking, kerning, x-height, and other type specification terms.
- 1.b. Use rules of typography relating to both vertical and horizontal type spacing.
- 1.c. Apply rules of typography relating to line endings.
- 1.d. Demonstrate proper white space usage including margin manipulation.
- 1.e. Explain how the principles of design can be applied to typography.
- 1.f. Utilize spellcheck.

2. Choose appropriate typefaces for various purposes.

Assessment Strategies

- 2.1. Oral Test
- 2.2. Skill Demonstration
- 2.3. Project

Criteria

You will know you are successful when

- 2.1. you explain type anatomy terms such as stem, ear, eye, and counter.
- 2.2. you explain characteristics and proper usages of the six (6) main type classifications.
- 2.3. you demonstrate skill of selecting appropriate typefaces regarding theme, message, and type history when creating various design projects.
- 2.4. you recognize acceptable combinations of typefaces according to the standards of the Graphic Design Field.
- 2.5. you combine typefaces using the principles of design successfully according to industry standards when creating projects.
- 2.6. you apply expressive type to various projects while maintaining media message.

2.7. you identify usages, characteristics, and history of at least eight (8) reliable typefaces.

Learning Objectives

- 2.a. Identify terms used to explain the anatomy of type.
- 2.b. Explain characteristics and usages of six (6) main type classifications.
- 2.c. Demonstrate appropriate typeface selections when designing with type.
- 2.d. Recognize acceptable combinations of typefaces according to the standards of the Graphic Design Field.
- 2.e. Select strong combinations of typefaces.
- 2.f. Explore computer techniques to make type expressive.
- 2.g. Learner identifies at least six (6) reliable typefaces.

3. Proofread using marks common to the Graphic Design Field.

Assessment Strategies

- 3.1. Skill Demonstration
- 3.2. Self Assessment
- 3.3. Oral Test

Criteria

You will know you are successful when

- 3.1. you identify eight (8) common proof marks used in the Graphic Design Field.
- 3.2. you explore three (3) or more proofreading techniques important for accuracy in self assessment.
- 3.3. you proofread and apply proof marks to at least three (3) projects using correct placement, order and symbols.
- 3.4. you use correct placement, arrangement and order of proof marks for Graphic Design projects.
- 3.5. you proofread at least three (3) other students' designs a minimum of three times each looking at design, grammar, issues of type, and readability.
- 3.6. you interrupt proof marks that were created by another proofer.

Learning Objectives

- 3.a. Identify common proof marks used in Graphic Design.
- 3.b. Practice correctly using proof marks.
- 3.c. Proofread various design projects.
- 3.d. Explore methods to improve proofreading techniques.

4. Select efficient processes for type and image usage in print and interactive media.

Assessment Strategies

- 4.1. Skill Demonstration
- 4.2. Oral Test

Criteria

You will know you are successful when

- 4.1. you identify font, image and pasteboard usage that could cause problems when printing design projects.
- 4.2. you use correct relationship of size, resolution, optimization, and format selection for printing of design work.
- 4.3. you enhance images by cropping, adjusting, and sharpening using Photoshop.
- 4.4. you explain what kind of documents use embedded and linked files.
- 4.5. you create embedded and linked files as needed.
- 4.6. you explain legal issues and downloading procedures of fonts for print and interactive media.

Learning Objectives

- 4.a. Identify techniques needed to print designs without causing errors.
- 4.b. Utilize correct ways to manage files regarding file size and file format.
- 4.c. Practice ways to enhance images used for print and interactive media.
- 4.d. Use embed and linked files when appropriate.
- 4.e. Explain techniques used to publish type for print and interactive media.

5. Demonstrate digital font management skills.

Assessment Strategies

- 5.1. Project

- 5.2. Oral test
- 5.3. Written project

Criteria

You will know you are successful when

- 5.1. you explain Open, Postscript and TrueType fonts.
- 5.2. you explain reasons for selecting Open, Postscript and TrueType fonts.
- 5.3. you prepare font such as: creating outlines, using find font and exporting typefaces for various projects.
- 5.4. you identify at least four (4) manufacturers or foundries of typefaces.
- 5.5. you create a written project of two (2) paragraphs or more relating to exploring font research, searches and development.

Learning Objectives

- 5.a. Explain open, postscript, and truetype typefaces.
- 5.b. Explain reasons for selecting Open, Postscript, or TrueType digital fonts.
- 5.c. Demonstrate skill of font preparation such as; creating outlines, using find font, and exporting typefaces for printing.
- 5.d. Identify at least four (4) manufactures of typefaces.
- 5.e. Explore font searches and typeface development.

6. Create artwork using the principles and elements of design throughout the design process.

Assessment Strategies

- 6.1. Project
- 6.2. Oral Test

Criteria

You will know you are successful when

- 6.1. you complete projects utilizing the principles of design in relationship to type, including but not limited to style sheets, readability, arrangement, white space, punctuation, and contrast.
- 6.2. you create word association list as part of the design process for various projects.
- 6.3. you create doodles and/or sketches as part of the design process for various projects relating to the principles and elements of design.
- 6.4. you create at least ten (10) thumbnails for each major project using the principles and elements of design.
- 6.5. you create design roughs and tight compositions (proofs) as part of the design process utilizing the principles and elements of design.
- 6.6. you use principles and elements of design when creating final design project as part of the design process.
- 6.7. you explain why and how designers use the formal design process when creating artwork in oral test.

Learning Objectives

- 6.a. Verify needs of client as part of design process.
- 6.b. Create word association list for various projects as part of the design process.
- 6.c. Create doodles and/or sketches as part of the design process for various projects relating to the principles and elements of design.
- 6.d. Create at least ten (10) thumbnails for each major project using the principles and elements of design.
- 6.e. Create design roughs and tight compositions (proofs) as part of the design process utilizing the principles and elements of design.
- 6.f. Use principles and elements of design when creating final design project as part of the design process.
- 6.g. Explain why and how designers use the formal design process when creating artwork.

7. Critique artwork using various methods of communication.

Assessment Strategies

- 7.1. Skill Demonstration
- 7.2. Self-reflection
- 7.3. Oral Presentation
- 7.4. Critique
- 7.5. Written product

Criteria

You will know you are successful when

- 7.1. you participate during group activities effectively using brainstorming and team cooperation.
- 7.2. you explain design process and skills used to create design pieces.
- 7.3. you present to students/clients the principles and elements of design used for each of student's main projects.
- 7.4. you critique art work by participating with respectful and meaningful comments.
- 7.5. you participate during critique of art work with positive body language and listening skills.
- 7.6. you write a two (2) paragraph reflection regarding accomplishments achieved for at least two (2) main design projects.

Learning Objectives

- 7.a. Express ideas through team discussion.
- 7.b. Explain design purposes and techniques verbally.
- 7.c. Critique various designs professionally.
- 7.d. Practice critiquing positively through verbal messages, participation and body language.
- 7.e. Write about design and computer skills used in at least two of your own designs.

8. Apply various measurement systems for layout design.

Assessment Strategies

- 8.1. Projects
- 8.2. Oral Tests

Criteria

You will know you are successful when

- 8.1. you apply the point, pica, and ruler measurement systems in various projects.
- 8.2. you convert points to picas and picas to points.
- 8.3. you convert picas to ruler and ruler to pica.
- 8.4. you convert points to rulers and rulers to points.
- 8.5. you write typical Graphic Design type specs for at least two (2) design projects.
- 8.6. you explain the correct location of size, leading, line length, and alignment for the writing of type specs.

Learning Objectives

- 8.a. Utilize the point, pica and ruler measurement systems.
- 8.b. Apply conversion of points to picas and picas to points measurement systems.
- 8.c. Apply conversion of picas to ruler and ruler to pica measurement systems.
- 8.d. Apply conversion of points to picas and pica to points measurement systems.
- 8.e. Apply conversion of points to rulers and rulers to points measurement systems.
- 8.f. Write type specs for at least two (2) design projects.

9. Explore sustainability practices in the Graphic Design Field.

Assessment Strategies

- 9.1. Oral Test
- 9.2. Self Assessment
- 9.3. Skill Demonstration
- 9.4. Written Product

Criteria

You will know you are successful when

- 9.1. you describe at least six (6) sustainability practices that could be used by general public.
- 9.2. you indicate how your own sustainability practices have improved in at least two areas through self assessment.
- 9.3. you explain possible sustainability benefit(s) to self and others.
- 9.4. you demonstrate printing methods to save ink and paper for difference Graphic Design computer programs.
- 9.5. you complete written project of two (2) or more paragraphs in a Blackboard discussion regarding research on sustainability practices in the Graphic Design Field.

Learning Objectives

- 9.a. Describe sustainability practices.

- 9.b. Illustrate usage of sustainability practices.
- 9.c. Practice methods of sustainability when printing artwork.
- 9.d. Explore sustainability practices in the Graphic Design Field.

10. Be willing to adjust designs to meet client needs.

Assessment Strategies

- 10.1. Self assessment
- 10.2. Oral Test

Criteria

You will know you are successful when

- 10.1. you demonstrate professionalism related to making changes while creating design projects.
- 10.2. you plan a process for following through with changes to various designs.
- 10.3. you accept the need to make changes to designs as needed.
- 10.4. you willingly complete any changes needed to improve design projects.

Learning Objectives

- 10.a. Show mature attitude relating to changes made while creating design projects.
- 10.b. Describe processes for following through with changes to various designs.
- 10.c. Accept need to make changes to designs as needed.
- 10.d. Complete willingly any changes needed to improve design projects.