Unit of Instruction

Subject Area: Graphic Design
Grade Level: Community college/adult learners
Unit Name: “Creative Typography”

Unit Goals
- Explore the history of type.
- Understand the anatomy of type.
- Identify typographic terminology.
- Understand how typography works, and use it effectively in a design.
- Use the elements and principles of design in a decisive fashion.
- Express ideas visually using a variety of processes and materials.
- Create imagery or obtain legally for design project and use it effectively.
- Utilize graphic software applications to create projects:
  - Use bitmap software competently to create artistic imagery and to edit photographs.
  - Use vector software competently to create simple illustrations and logos.
  - Use page layout software competently to create publications such as flyers, advertisements and magazine articles.

Curriculum Related Goals
Unit goals relate to Career & Technical Education (CTE) department goals in addition to regulations and guidelines set forth by California Community College Chancellor’s office (http://www.ccccurriculum.info/index.htm).

Student Characteristics
This unit is intended for college-level students. Needs are typical of adult learners.

Student’s Present Level of Performance and Knowledge
Basic computing skills are required. Students will be required to be comfortable with a mouse, opening and saving files, web browsing, uploading/downloading files, and the ability to send and receive e-mail with attachments.

Classroom Layout & Student Group Size
This unit will take place entirely online. Class size will be limited to 20 students. Students will interact as one group using asynchronous communication (discussion board) and synchronous communication (chat or real-time interaction method inherent in CMS (course management system) such as Blackboard.

Introductory Procedures
The unit introduction will be introduced via lecture web pages (html) and embedded video on the history of type and examples of expressive typography. What is typography? Web video with link
(http://www.youtube.com/watch?v=Ki6rcXvUWP0) will be provided to define typography as a visual form of communication.

**Materials & Media**

- Computer with internet connection – to access online course materials and instruction.
- Vector and bitmap software applications: Adobe Creative Suite 5 – to be used for assigned lessons and projects.
- Adobe Acrobat Reader – to read electronic documentation provided by the instructor.
- Course Management System (Blackboard) with discussion forum, assignment submission tools, and content tools for course delivery.

**Specific Visuals Implemented**

1. What is type? – definition of typography
2. typeFACE recognition – rollover graphic of “emoticon” faces to understand and identify the various attributes of type and different styles
3. Influential typographers – to explore the history of type through various typographers and their work (graphic with link to interactive .PDF)
4. Anatomy of type - to identify letterform anatomy
5. Font classifications - to accurately identify the difference between serif and sans serif type
6. CARP design principles (Contrast, Repetition, Alignment, & Proximity) – to illustrate how design relates to letterforms
7. Seven principles of typographic contrast by Carl Dair – visual interpretation of each principle to illustrate how typography determines the mood, style, and flow of a piece of work
8. Student example of expressive type – using letterforms as design elements in a drawing to explore shape and form
9. Typographic portraits – using expressive typography with letterforms and words to visually communicate an action

**Assessment & Evaluation of Student Understanding**

Assessment will be an average of individual project grades and participation in project critiques. A rubric will be used for evaluation of design projects. Excellent, Good, Moderate, and Poor scales will be utilized. Student evaluation on design work will be evaluated on effort (visible in submitted project), creativity (originality of work), and the following of directions (proper filename and submission).

Student learning levels will be evaluated based upon proper execution of projects while incorporating basic design principles.