

ART 141 – Typography I

Revised: Spring 2026

Course Description

Studies the history of letterforms and typefaces and examines their uses in contemporary communications media. Emphasizes applications to specific design problems. Includes identification and specification of type and uses current technologies for copy fitting and hands-on typesetting problems. Part I of II.

Prerequisite:

Credit Hours: 3 Lecture: 2 hours Studio: 3 hours Total: 5 hours per week

General Course Purpose

A study of the development of typography will be explored from Gutenberg until present day. The study will include development of letterforms and their differences, and classification of typefaces. Practical exercises, demonstrations and lectures will be integral parts of the course.

Course Objectives (Core Competencies)

- Civic Engagement** is the ability to contribute to the civic life and well-being of local, national, and global communities as both as social responsibility and a life-long process. Degree graduates will demonstrate the knowledge and civic values necessary to become informed and contributing participants in a democratic society.
- Critical Thinking** is the ability to use information, ideas, and arguments from relevant perspectives to make sense of complex issues and solve problems. Degree graduates will locate, evaluate, interpret, and combine information to reach well-reasoned conclusions and solutions.
- Professional Readiness** is the ability to work well with others and display situationally and culturally appropriate demeanor and behavior. Degree graduates will demonstrate skills important for successful transition into the workplace and pursuit of further education.
- Quantitative Literacy** is the ability to perform accurate calculations, interpret quantitative information, apply and analyze relevant numerical data, and use results to support conclusions. Degree graduates will calculate, interpret, and use numerical and quantitative information in a variety of settings.

- **Scientific Literacy** is the ability to apply the scientific method and related concepts and principles to make informed decisions and engage with issues related to the natural, physical, and social world. Degree graduates will recognize and know how to use the scientific method, and to evaluate empirical information.
- **Written Communication** is the ability to develop, convey, and exchange ideas in writing, as appropriate to a given context and audience. Degree graduates will express themselves effectively in a variety of written forms.

Course Learning Outcomes

After completion of this course, students will be able to:

- Describe and classify type
- Describe various classifications of letterforms
- Outline the history of letterforms
- Describe the anatomy of letterforms
- Use basic typographic terminology
- Use techniques to ensure legibility
- Typeset and create basic page layouts

Major Topics to be Included

Throughout the course, the instructor will present material on but not limited to:

- History of letterforms
- Classifications of letterforms
- Typographic terminology
- Copyright issues regarding fonts
- Techniques to ensure legibility
- Page design and layout
- Typesetting basics using graphic design software

Assessment Types Used in the Course

- Design Assignments

