ART 79 Digital Photography

2 credits / 4 hours
revised: 08/12

Course Description & Objectives

This course is a hands-on and digital typography studio covering the history of type, from the Stone Age to the electronic age. Course work will focus on creative exercises that will reinforce the understanding of type; its style, structure, measurement and its design applications. You will be introduced to page layout software and will learn the basic functions of widely used programs as applied to typography studies, as well as through hands-on assignments.

Prerequisites: none

Co-requisite: ART 15 or departmental permission

Course Materials

Blackboard/ePortfolio Class Site

Course Learning Outcomes

1. Demonstrate general knowledge of the history of typography and typeface classification.
2. Apply type effectively as an expressive component in visual communication.
3. Identify and use appropriate terminology to describe the anatomy and structure of typographic forms.
4. Demonstrate basic understanding of typographic principles, such as hierarchy, legibility, type selection, in the creation of effective visual communications.
5. Use fundamental composition, color, and typographic principles effectively in the design of layouts and other printed materials.
6. Demonstrate basic knowledge of color systems as they apply to print and web-based materials.
7. Display ability to establish a consistent aesthetic and typographic look across multiple documents.
8. Demonstrate basic use of sketching, analysis, and problem-solving as part of the creative process.
9. Demonstrate basic presentation skills including, printing, trimming, cutting, binding and sequential layouts in the production of collateral for display.

Course Grade and Attendance Policy

It is crucial that you attend every class. Excessive absence or lateness may result in lowering of grade. Students must complete all class work and meet all assignment deadlines.

Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Projects 70%

General Education Goal

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.