Hagerstown Community College Master Syllabus
GDT 215 Typography

Course Information
215 Typography
3 Credits
Semester Year 2019

Instructor Information

Course Description
This course will focus on type - its legibility, readability, and use as a visual element. Type will be investigated in terms of how to set type, its aesthetic possibilities as well as the contribution typography makes in reinforcing the visual message of a graphic design when solving a visual communication problem. Contemporary type structure, type usage in various formats, and its historical influence will be topics of emphasis. Course fee required. *Prerequisite: GDT 116 and GDT 142 or GDT 143. Semester offered: Spring.

Textbook and Course Materials
A Typographic Workbook: a primer to history, techniques and artistry. Kate Clair. 2nd Edition. (required)

Student Learning Outcomes
- Students will demonstrate **typographic** skill through proper kerning, leading, tracking, legibility, alignment, and font selection and placement in their bodies of work.
- Students will show technical proficiency in **raster** Image Manipulation by creating layer based images optimized for specific applications and showing comprehension of raster software.
- Students will show technical proficiency in **vector** image manipulation by creating images appropriate to specific applications and showing comprehension of vector software.
- Students will evaluate and employ **safe and legal computing practices** including securing computers against theft and cybercrime, properly using logins and passwords, securing and archiving files, identify the legal issues of **copyright** and appropriately use copyrighted material in their projects.
- Students will demonstrate **problem solving** skills by analyzing, selecting and applying tools appropriate for a specific solution
- Students will be able to discuss their knowledge of **theory and vocabulary** of their field in a professional manner through written and verbal communications as well as demonstrated in their work and analyze those terms in their own and others works.
- Students will demonstrate **layout and composition** in their pieces through the use of balance, hierarchy, emphasis, unity, movement, contrast, rhythm, focus, use of grids and white space.
- Students will be able to **defend** their own work and professionally **critique** other's through oral and written arguments that evaluate diverse users/audiences, technical issues, and design

choices related to client needs.
- Students will demonstrate knowledge of **color** by identifying and selecting proper color models and creating professional color palettes according to project requirements.

Definition of Credit Hour: Classroom Courses

To earn one academic credit at HCC, students are required to complete a minimum of 37.5 clock hours (45 fifty-minute academic hours) of coursework per semester. Those hours of coursework may be completed through a combination of hours in the classroom and hours outside the classroom. Certain courses may require more than the 37.5 minimum hours of coursework per credit. For most classes, students should expect to complete at least 2 hours of coursework outside of class for each hour of in-class coursework.

Classwork type	Direct Faculty Instruction In-class **37.5 hours required**	Student Work Out of Classroom **75 hours required**
In-class lecture and discussion	37.5	
Reading		20 hours
Quiz/exam studying		10 hours
Reading question completion		15 hours
Projects		30 hours
Total	**37.5 hours**	**75 hours**

Services for students with disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.