

Course: ART 45 Division: 10 Also Listed As:

Term Effective: 200930, INACTIVE COURSE

Short Title: LETTER/TYPOGRAPHY

Full Title: Lettering and Typography

| <u>Contact Hours/Week</u> | <u>Units</u> | <u>Number of Weeks</u> | <u>Total Contact Hours</u> |
|---------------------------|--------------|------------------------|----------------------------|
| Lecture: 2 | 3 | 17.34 | Lecture: 34.68 |
| Lab: 2 | | | Lab: 34.68 |
| Other: 0 | | | Other: 0 |
| Total: 4 | | | Total: 69.36 |

Credit Status: D - Credit - Degree Applicable

Grading Modes: L - Standard Letter Grade

Repeatability: Repeatability: N - Course may not be repeated

Schedule Types: 02 - Lecture and/or discussion
03 - Lecture/Laboratory
04 - Laboratory/Studio/Activity

Course Description:

A study of the history and development of letter forms, from early manuscripts through contemporary uses in graphic design. Studio practice in calligraphy, freehand, built-up and type design and lettering techniques.
ADVISORY: Eligible for English 250 and Mathematics 205.

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

GAV C1, effective 198930

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 198930

UC TRANSFER:

Not Transferable

PREREQUISITES:

COREQUISITES:

STUDENT LEARNING OUTCOMES:

1. Students will gain a knowledge of the historical developments of lettering and alphabets, and their use by artists and designers.
2. Students will learn, by actual studio projects, how to design with lettering, how to use the tools and techniques to produce original works in applied calligraphy and lettering.
3. By comparing and evaluating examples, both historical, professional and in-class work done by students, each student will be able to recognize and identify styles and families of alphabets.
4. Each student will be able to indicate the strengths and weaknesses of examples of artistic lettering.
5. Students will demonstrate, through original artwork, the aesthetic communication and design potentials of applied lettering.

TOPICS AND SCOPE:

Inactive Course: 12/08/2008

- 1 4 Introduction to course, subject overview, materials and tools required, studio format, and evaluation procedures. Brief history of alphabet, from Phoenecian to Greek to Roman. Studio work on basic alphabet drawing, using pen or pencil.
- 2 4 Freehand pencil and pen practices, using sans-serif alphabets. Spacing, shape, repetition and uniformity concerns presented.
- 3 4 Development and styles of Roman Alphabet. Serifs and thick-thin strokes. Techniques of built-up lettering, using mechanical drawing equipment.
- 4 4 Unical letters, developed during the Middle Ages, and forerunners of lower case letters.
- 5 4 Italic alphabet style, incorporating capitals and small letters into one alphabet.
- 6 4 Black Letter alphabet style, also known as the Gothic style. Manuscript use of this style, referred to as "text", discussed.
- 7 4 Calligraphy as an art form. History of use, from manuscripts to contemporary applications.
- 8-9 4/4 Practice in line, word and letter spacing, using freehand pen calligraphy. MIDTERM EXAM.
- 10 4 Letter forms as a design element in logos, illustration and advertising art.

11 4 Continuation of logo-design, using non-letter forms in combination with lettering.
12-13 4/4 Lettering as a package-design element.
14-15 4/4 Poster and show card lettering applications. Historical evolution of posters, handbills, and other forms of decorative lettering.

ASSIGNMENTS:

WEEK 1 Reading from texts on historical precedent to alphabet.
WEEK 2 Review of alphabet styles, and development of lettering from stylus, to pen, from texts. Studio practice in pen and ink.
WEEK 3 Development of decoratively lettered word, using Roman Lettering, and in ink on illustration board (Project #1).
WEEK 4 Studio practice, and text review of Unical alphabets.
Project #2 - word using Unical letters, in ink on illustration board.
WEEK 5 Studio practice and text review of Italic alphabet.
Project #3 - word using Italic lettering, done in ink on illustration board.
WEEK 6 Study and practice in manuscript style use of Gothic lettering. Project #4 - word using Gothic letters, done in ink, on illustration board.
WEEK 7 Studio practice in Italic, freehand pen calligraphy, using felt-tip or regular chisel-tip pens on paper.
WEEK 8-9 Hand-calligraphed poem on vellum on illustration board (Project #5).
WEEK 10 Research and collecting of logo samples, and reading from various text sources. Design a logo for a business, using only letter forms (Project #6).
WEEK 11 Design of a logo combining letter and non-letter shapes into a finished project (Project #7).
WEEK 12-13 Project #8 - designing a package for a "product", using decorative, built-up lettering.
WEEK 14-15 Project #9 - decoratively lettered poster design, in which lettered message is the dominant element, done in brush and paint or ink.

COURSE OBJECTIVES:

WEEK 1 Understanding of how alphabets were derived from ancient pictographs. Familiarity gained with basic materials and tools.
WEEK 2 Understanding of positive and negative space. Development of hand and eye control to achieve uniformity of shape and spacing.
WEEK 3 Understanding of how serif lettering evolved from carved in stone techniques. Use of compass, divider, triangle, transfer paper, pen, brush and ink, in producing a camera-ready lettered word.
WEEK 4 Familiarity and facility with Unical alphabet, and increased skill with built up lettering techniques and tools.
WEEK 5 Skills in lettering improved, and knowledge of Italic alphabet.
WEEK 6 A knowledge of, and skill with Gothic alphabet.
WEEK 7 Facility with freehand alphabet formation, stressing uniformity and evenness of strokes.
WEEK 8-9 Practice and design of lettering text material, striving

for even spacing, uniformity, and readability. Demonstration of knowledge of terms and theory by examination.

WEEK 10 Recognition of letter forms as abstract symbols and shapes unto themselves, and their design potential.

WEEK 11 Recognition of the way lettering can be incorporated into a broader context.

WEEK 12-13 Awareness of and practice in the use of lettering in package design. Fitting lettering to a 3-D object.

WEEK 14-15 Practice with lettering brushes, both single stroke and oriental calligraphy types. Design and development of an original poster with a social commentary theme. Practice with various types of paints and inks.

METHODS OF INSTRUCTION:

Lectures and demonstrations will introduce material, which will be augmented by a variety of texts and resources from the art department. Students will demonstrate their understanding and skill through exercises and eleven studio projects. A written midterm and final exam, using essay questions, will assess student knowledge of terms, practices and how to critically assess stylistic and artistic elements of lettering.

REPRESENTATIVE TEXTBOOKS:

Recommended Text:

Calligraphy for Designers, by W. Grey

Techniques of Typography, by C. Swann

The ABC's of Typography, by S. Ernst

Other Materials Required to be Purchased by the Student:

Assorted art supplies, pens, brushes, and paper.

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: A

Noncredit Category: Y

Cooperative Education:

Program Status: 2 Stand-alone

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: ART

CSU Crosswalk Course Number: 45

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000456063

Sports/Physical Education Course: N

Taxonomy of Program: 103000