

SYLLABUS

I. COURSE TITLE

ART 215

Graphic Design I

3 semester hours

II. PREREQUISITES

Basic Design, Art 205, or equivalent, or advisor consent

III. TEXTBOOK

TYPOGRAPHIC DESIGN: FORM AND COMMUNICATION, *Fifth Edition*
Carter, Day, Meggs

IV. COURSE DESCRIPTION

This course is an introduction to Typography as it applies to good Graphic Design practices. It will take the participant through the history of type communication from the earliest forms of symbolic and written language, development of basic typeforms, the advent of typesetting and into the modern, digital age of communication.

V. RATIONALE

This course is designed to meet individual needs for professional fulfillment in the graphic design field. Design concepts, layout, typography, illustration and reproduction processes are to be learned according to course level and student achievement

VI. LEARNING OBJECTIVES AND OUTCOMES

The major goal of this class is to provide the student with a working knowledge of the graphic design process from idea inception, development and execution, the basic spacial relationships of letterform construction, the proper (accepted) typesetting protocols, and the use of type as a graphic element in its own right.

VII. ACADEMIC INTEGRITY

It is expected that a student attending Mississippi College will be scrupulously honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to server penalty, including, but not limited to, loss of credit and possible dismissal.

VIII. COURSE TOPICS:

- A. The Evolution of Typography
- B. The Anatomy of Typography
- C. Syntax and Communication
- D. Legibility
- E. Typographic Grid & Its Use
- F. The Message of Typography
- G. Technology
- H. Screen Typography
- I. Typographic Design Process
- J. Classroom and Personal Typographic Discovery and Exercises

IX. INSTRUCTIONAL METHODS AND ACTIVITIES:

Methods and activities for instruction will include:

- A. Lectures/Demonstrations
- B. Practical Learning Activities involving research, replication of examples both by hand-drawn and computer methods, and development of group and individual projects
- C. Evaluation: Critiques both one-on-one and as a class group

X. ASSIGNMENTS:

- A. In general assignments will be given in the form of printed handouts with oral instruction
- B. On occasion, assignments will be written on the dry-erase board and/or emailed to the class
- C. Some assignments will involve out-of-class research, specific criteria will be given at the time of assignments

XI. EVALUATION:

- A. Exercises and Document Creation 60%
 - B. Exam Projects including Final Projects 30%
 - C. Additional Assignments 10%
- TOTAL = 100%

GRADING SCALE:

- A. = 93-100
- B. = 85-92
- C. = 76-84
- D. = 65-75
- F. = 0-64
- I. = A incomplete may be given to a student who has been providentially hindered from completing work required in a course, provided that:
 - 1. Semester attendance requirements have been met;
 - 2. Most of the required work has been done;
 - 3. The student is doing passing work and the student has made prior arrangements with the faculty member to complete the remaining work at a later date. The grade of "I" must be removed promptly or it becomes an F; it cannot be removed by repeating the course."

XII. LIST OF MATERIALS:

Materials list will be provided by the instructor