

GRDS XXX Type and Design

Introduction to the principles and application of design and typography through a variety of assignments that emphasize typographic, layout and visual skills. Focus on learning and applying the design process to a series of visual communication problems. Emphasis on developing solutions through analytical and intuitive approaches to problem solving. Prerequisite(s): FUNDamentals

Program Student Learning Outcomes are statements that describe significant and essential learning that students have achieved, and can be assessed with an artifact(s) at the completion of a program.	
1. Cognition: <i>Students earning a Bachelor of Fine Arts in Xd will demonstrate cognitive skills that are indicative of the communication professional.</i> 2. Concept (Creativity): <i>Students earning a Bachelor of Xd will demonstrate the ability to develop client driven, creative solutions that are solidly based on strategy and supported by in-depth research, analysis and documentation.</i> 4. Craftsmanship (Process, Tools & Skills): <i>Students earning a Bachelor of Fine Arts in Xd will exhibit the proper and precise use of the creative professional's process, tools and skills to complete a professional product worthy of presentation.</i>	
Course Student Learning Outcomes are statements that align with the PSLOs and describe significant and essential learning that learners have achieved (know, think or do), and can be assessed with an artifact(s) at the end of a course.	
Students will be able to • Demonstrate an understanding of industry practices and standards for creating content (1a) • Combine image, type and design principles to create effective results (4b) • Complete solutions that are focused, simplified and devoid of unnecessary or unrelated elements or content (2e)	
Course Goals are statements about general aims or purposes of education that are broad, long-range intended teaching activities and topics (introduce, demonstrate, present, explain or explore) specific to producing student learning outcomes.	
• To explore the uses, rules and application of proper typography • To expand on the appropriate application of design principles • To practice combinations of type, image and design principles to create/enhance complete and clear visual solutions	
COMPETENCIES are specific skills and/or subjects to be learned or reinforced	
STRATEGIC PRINCIPLES	VISUAL COMMUNICATION
• Type as expression vs information • Storytelling Structure • Creating Content • Indexing • Creating Professional comps	• Systems • Hierarchy • Text and Image Combination • Basics of Grid • Reduction/Simplification • Composition • Basics of Type (Anatomy) • Negative Space • Alignments • Working with Paragraphs of text • Pagination & Page Flow • Mixing Typefaces • Type Modification