NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 142 - TYPOGRAPHY II (3 CR.)

Course Description

Examines advanced applications of the studies completed in Typography I. Explores the use of typography in layout and design. Requires projects based on professional level problems designed to test the student's practical knowledge as well as his or her creative ability. Applies computer techniques for working with type. Part II of II. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

The development of typography will be explored from Gutenberg until present day. The study will include development of letterforms and their differences and classification of typefaces. Practical exercises and lectures will be integral parts of the courses.

Course Prerequisites/Corequisites

Prerequisites: ART 140 and ART 141.

Course Objectives

Upon successful completion of this course, students will be able to:

a) Complete advanced typographic techniques
b) Describe various classifications of letterforms
c) Discover typography sources and resources
d) Proof for content and design
e) Use advanced typographic terminology
f) Design and typeset multi-page layouts
g) Complete projects within deadlines and specifications

Major Topics to be Included

a) Uses of typography within contemporary communication media
b) Workflow from concept through completed design
c) Consistency is typesetting and formatting
d) Proofing for content, design, and production
e) Techniques to ensure legibility
f) Creating typographic hierarchies
g) Using grid-based design
h) The importance of professionalism and high-quality craftsmanship