NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 269 – ADVANCED TYPOGRAPHY (3 CR.)

Course Description

Focuses on the history, cultural, social, political, cognitive, ethical, and aesthetic contexts of typography in past and contemporary communications media. Emphasizes applications to specific design problems that builds on studies completed in ART 141 Typography I and ART 142 Typography II. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

Advanced Typography explores the development of experimental and traditional approaches to typography, giving students the opportunity to develop their own lettering and typefaces. Practical exercises and projects using current technologies, traditional and non-traditional methods, demonstrations and lectures will be integral parts of the course. This course is recommended for students pursuing careers in communication design. Course continues with building the foundations and principles established in ART 141: Typography I and ART 142: Typography II.

Course Prerequisites/Corequisites

Prerequisites: ART 135, ART 140, ART 140, ART 141, and ART 142, or division approval.

Course Objectives

Upon completing the course, the student will be able to:

➢ Compare the history of contemporary typography
➢ Develop a more detailed typographically trained eye
➢ Summarize the construction, purpose and aesthetic function of type
➢ Consider advanced typographic glyphs, symbols, and terminology
➢ Design lettering and type using traditional and digital techniques
➢ Create and produce typographic designs and typefaces
➢ Design type by its appropriate concept, purpose and execution
➢ Critique typographical designs for expansion of ideas
➢ Compare and contrast typographical designs for purpose
➢ Develop a process for seamless execution of designs

Major Topics to be Included

- Understand typography through construction, planning, and design
- Use industry standard tools in the production of lettering and type
- History of lettering and type design
- Advanced typographic terminology
- Type design and execution
- Techniques to ensure legibility of design
- Copyright issues regarding the usage and sale of fonts
- Type design basics using design software
- Primary characters used in terms of globalization and typesetting