

**Note:**

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.**

## ***COURSE SYLLABUS***

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### **ARTS 424**

#### **ADVANCED TYPOGRAPHY**

#### **COURSE DESCRIPTION**

This is an advanced study of typography as a tool and a design element. This course will be comprised of special projects, which will build upon and expand the knowledge the student has acquired in previous classes. The emphasis of the course will be upon layout design as it applies to print and electronic media. In addition, the student will create a fully developed original typeface as a final project.

Note: May be taken twice for credit.

#### **RATIONALE**

Typography is a lifelong study for the graphic designer. This course of study will focus on a maximum of four directed study projects in order to examine the uses of type as a communications tool across a variety of print and digital media.

#### **I. Prerequisite**

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

#### **II. Required Resource**

Purchase Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

#### **III. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

#### **IV. MEASURABLE LEARNING OUTCOMES**

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

- A. The proper use of type as a design tool in a variety of design situations in two and three dimensions.
- B. Ability to create a consistent alphabet using professional industry production standards and attention to historical models.
- C. Ability to apply typographic rules to motion graphics.
- D. Ability to recognize different type styles and categories and be able to apply them to the proper design situation.

#### **V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Textbook readings and lecture presentations/notes
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Blogs (8)

There are 2 forms of Blog posting. A Work/Draft post may be the preliminary design for an assignment. This post must be supported with a 50–75-word text explanation which elucidates the goal and intent of the project. The student will be required to provide comments and critique to the Work/Draft Blog posts written by his/her classmates using the second form of posting: Critique/Comment. The posts must specifically address the effectiveness of elements used in the draft post, and whether the elements support the goals of the draft as presented, as well as including constructive comments for any changes. The student is required to comment on 2 classmates' Work/Draft blog entries. Each comment must be 50–75 words for Projects and 40–55 words for Exercises.

- D. Exercises (4)

Exercises are more flexible than fixed assignments in that the student has some leeway in his/her parameters. The Exercises will not go through a stringent review cycle, but will be graded on how well the student presents his/her concept or solution to the challenge. Exercises will usually require less time than full-fledged projects and may be considered as finished drafts. Grades are determined by the viability of the proposal in presenting a design solution.

- E. Projects (2)

The Project must answer a specific design challenge presented in the project: instructions. Each Project will go through a full review cycle and will be graded on completeness and how the critique suggestions have been considered and applied to successive versions.

- F. Typeface Classification Designs (2)

This assignment asks the question, "What might a new font from a given typographic category/classification look like?" Full font sets are not required for this project. Each example must have at least 10 characters to identify it with the category it represents. A brief written explanation (50–100 words) must accompany each example.

- G. Midterm and Final Exams

Each Exam will cover terms from the Reading & Study material for the assigned modules/weeks. These exams will be open-book/open-notes, contain 6 (Midterm) or 10 (Final) multiple-choice and true/false questions, and have a 20-minute limit.

## COURSE GRADING AND POLICIES

- A. Points

Course Requirements Checklist	10
Blogs (8 at 25 pts ea)	200
Exercises (4 at 45 pts ea)	180
Projects (2 at 140 pts ea)	280
Typeface Classification Designs (2 at 125 pts ea)	250

Midterm Exam	30
Final Exam	60
<b>Total</b>	<b>1010</b>

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).



## ***COURSE SCHEDULE***

### **ARTS 424**

Textbook: Bringhurst, *The Elements of Typographic Style*, (2015).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Bringhurst: ch. 1 1 presentation 1 website	Course Requirements Checklist Class Introductions Blog 1 Exercise 1	10 0 25 45
2	Bringhurst: ch. 2 1 presentation	Blog 2 Exercise 2	25 45
3	Bringhurst: ch. 3 1 presentation	Blog 3 Exercise 3	25 45
4	Bringhurst: chs. 4, 8 1 presentation	Blog 4 Exercise 4	25 45
5	Bringhurst: chs. 7, 9 1 presentation 1 website	Blog 5 Typeface Classification Designs: Draft Midterm Exam	25 125 30
6	1 presentation 1 website	Blog 6 Project 1	25 140
7	1 presentation 4 websites	Blog 7 Project 2	25 140
8	Bringhurst: Review chs. 7, 9 1 presentation	Blog 8 Typeface Classification Designs: Final Submission Final Exam	25 125 60
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

**NOTE:** Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.