

# DART-140: DRAWING & TYPOGRAPHY

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## Effective Term

Fall 2024

## CC Approval

11/03/2023

## AS Approval

11/14/2023

## BOT Approval

11/16/2023

## SECTION A - Course Data Elements

### CB04 Credit Status

Credit - Degree Applicable

### Discipline

Minimum Qualifications	And/Or
Art (Master's Degree)	
Graphic Arts (Desktop publishing) (Any Degree and Professional Experience)	

### Subject Code

DART - Digital Art

### Course Number

140

### Department

Digital Art (DART)

### Division

Arts and Humanities (ARAH)

### Full Course Title

Drawing & Typography

### Short Title

Drawing & Typography

### CB03 TOP Code

1030.00 - \*Graphic Art and Design

### CB08 Basic Skills Status

NBS - Not Basic Skills

### CB09 SAM Code

C - Clearly Occupational

### Rationale

Update catalog description, content and textbooks.

## SECTION B - Course Description

### Catalog Course Description

This course focuses on typography fundamentals, history, theory, letterforms, and type design and typography's relationship to drawing and image making. Students will use both traditional and digital media. Coursework includes the of study typographic characteristics, relationship between type and image, visual hierarchy, grid systems, and layout. Students will work with industry standard software programs such as Adobe Illustrator to create graphic designs with an emphasis on drawing and typography.

**SECTION C - Conditions on Enrollment****Open Entry/Open Exit**

No

**Repeatability**

Not Repeatable

**Grading Options**

Letter Grade or Pass/No Pass

**Allow Audit**

Yes

**Requisites****Advisory Prerequisite(s)**

Completion of DART-101 or DART-120 with a minimum grade of C.

**SECTION D - Course Standards****Is this course variable unit?**

No

**Units**

3.00000

**Lecture Hours**

36.00

**Lab Hours**

54.00

**Outside of Class Hours**

72

**Total Contact Hours**

90

**Total Student Hours**

162

**Distance Education Approval****Is this course offered through Distance Education?**

Yes

**Online Delivery Methods**

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

**SECTION E - Course Content****Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:	
1.	Produce and present portfolio quality work that apply the elements and principles of design.
2.	Express ideas and concepts using type and imagery in both traditional and digital media.
3.	Apply an understanding of design processes such as research, ideation, strategy, concept, design, collaboration, and critique.

**Course Objectives**

Upon satisfactory completion of the course, students will be able to:	
1.	Recognize, understand, and compare the basic characteristics related to typography & graphic design.
2.	Create original works of art and design using type and imagery that demonstrate fundamental concepts of effective visual communication.
3.	Develop problem solving, critical thinking and traditional and digital technical skills to execute visual communications in graphic design.
4.	Critique and analyze the effectiveness of visual communications and concepts in written and oral formats, individually and collaboratively.

**Course Content**

1. Design Basics and Overview
  - a. History, contemporary trends, and theory specific to graphic design and typography
  - b. Color theory, elements and principles of design, traditional and digital modes of drawing and creating typography
  - c. Fundamental concepts and practices of effective visual communication, such as hierarchy, grid, layout.
  - d. Collaborative and individual critique formats in both oral and written forms.
  - e. Introduction to professional practices, portfolio preparation
2. Typography Fundamentals
  - a. Basics such as letterforms, characteristics of major typefaces, type styles, type families, systems, and classifications, including the evolution of type and typeface technology
  - b. Basic terminology including anatomy, classification and measurement systems
  - c. Type and Image for print and screen, including color output, file formats, and general digital file organization.
  - d. Digital software tools for typography and drawing, such as Layer Management, Type, Shape, and Pencil tools, and Color management.

**Methods of Instruction**

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Types	Examples of learning activities
Critique	<ol style="list-style-type: none"> <li>1. One-on-one teacher/student critique</li> <li>2. Small group peer critiques.</li> <li>3. Written critique and self-evaluations of course work.</li> <li>4. Full-class oral critiques.</li> </ol>
Lab	<ol style="list-style-type: none"> <li>1. Small group exercises to familiarize students with collaborative work skills</li> <li>2. Individual time on task with instructor supervision.</li> </ol>
Lecture	In-class Lecture demonstrating techniques, tools, concepts, and historical/contemporary images of typography.

**Instructor-Initiated Online Contact Types**

- Announcements/Bulletin Boards
- Chat Rooms
- Discussion Boards
- E-mail Communication
- Telephone Conversations
- Video or Teleconferencing

**Student-Initiated Online Contact Types**

- Chat Rooms
- Discussions
- Group Work

**Course design is accessible**

Yes

## Methods of Evaluation

### Methods of Evaluation

Types	Examples of classroom assessments
Class Participation	Instructor provides rubric for critique feedback
Exams/Tests	Students take a test on terminology related to Typography
Homework	Students read about and look at calligraphic arts, hand lettering and drawing
Lab Activities	Students work on drawings to illustrate an Editorial News Article
Oral Presentations	Students orally present their artworks
Portfolios	Students present portfolio of completed works
Problem Solving	Example: Students will research the history of logo design, contemporary trends, case studies of logo design. They will then redesign an existing logo paying attention to target audience, client needs, and market research.
Projects	Example: After an introductory lecture and review of typography students will design a digital alphabet based on the manipulation of an existing font. Student work will be evaluated according to demonstrated design principles, clarity of presentation and creative use of the software.
Quizzes	Example: After an introductory lecture and review of handouts containing key formal and critical terms, students will take a quiz.
Skills Demonstration	Example: Students will research illustrators and artwork that incorporates type and imagery. They will then reinterpret the artwork and further refine the drawing skills digitally.
Other	Critique, portfolio and professional development

## Assignments

### Reading Assignments

Example: Read Case Study on Logos and Branding

### Writing Assignments

Students write a short response reflecting on their artistic process taking a design project from beginning to end

### Other Assignments

Students study the illustrations and calligraphy of the Asian art, Middle Eastern art, Art Nouveau, Pop Art, and contemporary hand lettering

## SECTION F - Textbooks and Instructional Materials

### Material Type

Textbook

### Author

Brian Wood

### Title

Adobe Illustrator Classroom in a Book

### Edition/Version

1st

### Publisher

Adobe Press

### Year

2023

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### Material Type

Textbook

**Author**

Ellen Lupton

**Title**

Thinking with Type

**Edition/Version**

3rd

**Publisher**

Princeton Architectural Press

**Year**

2024

**Material Type**

Textbook

**Author**

Ellen Lupton

**Title**

Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students

**Edition/Version**

1st

**Publisher**

Princeton Architectural Press

**Year**

2014

**Proposed General Education/Transfer Agreement**

Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?

No

**Course Codes (Admin Only)**

ASSIST Update

No

**C-ID Approval Dates**

C-ID Descriptor	Approval Date
Potential submission for C-ID DMGR 110X Intro to Digital Design Principles (CCC descriptor)	N/A

**CB00 State ID**

CCC000502864

**CB10 Cooperative Work Experience Status**

N - Is Not Part of a Cooperative Work Experience Education Program

**CB11 Course Classification Status**

Y - Credit Course

**CB13 Special Class Status**

N - The Course is Not an Approved Special Class

**CB23 Funding Agency Category**

Y - Not Applicable (Funding Not Used)

**CB24 Program Course Status**

Program Applicable

**Allow Pass/No Pass**

Yes

**Only Pass/No Pass**

No