

Washtenaw Community College Comprehensive Report

GDT 215 Typography II Effective Term: Spring/Summer 2024

Course Cover

College: Business and Computer Technologies

Division: Business and Computer Technologies

Department: Digital Media Arts (new)

Discipline: Graphic Design Technology

Course Number: 215

Org Number: 14520

Full Course Title: Typography II

Transcript Title: Typography II

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Consultation with all departments affected by this course is required.

Course description

Pre-requisite, co-requisite, or enrollment restrictions

Outcomes/Assessment

Objectives/Evaluation

Rationale: Three year review (overdue)

Proposed Start Semester: Fall 2023

Course Description: In this course, students will build on their basic knowledge of how to effectively communicate messages and solve problems with typography. Advanced projects will cover concepts including complex hierarchy in branding, editorial design, and screen-based interfaces. Students will design their own letterforms, use experimental typographic techniques, and integrate type with other design elements.

Course Credit Hours

Variable hours: No

Credits: 4

Lecture Hours: Instructor: 60 **Student:** 60

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Other: Instructor: 30 **Student:** 30

Total Contact Hours: Instructor: 90 **Student:** 90

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

Prerequisite

GDT 100 minimum grade "C"

and

Prerequisite

GDT 104 minimum grade "C"

General Education

General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit

Assoc in Science - Comp Lit

Request Course Transfer

Proposed For:

Eastern Michigan University

Ferris State University

Grand Valley State University

Kendall School of Design (Ferris)

Wayne State University

Other : Savannah College of Art and Design

Student Learning Outcomes

1. Utilize type as image and integrate type with image to create dynamic, meaningful compositions.

Assessment 1

Assessment Tool: Outcome-related project(s)

Assessment Date: Winter 2026

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students will score 75% of higher (3 of 4 on the rubric).

Who will score and analyze the data: GDT faculty

2. Use both digital and hand-crafted methods of typography to express a message.

Assessment 1

Assessment Tool: Outcome-related project(s)

Assessment Date: Winter 2026

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students will score 75% of higher (3 of 4 on the rubric).

Who will score and analyze the data: GDT faculty

3. Apply knowledge of advanced grid and page structure for effective communication design.

Assessment 1

Assessment Tool: Outcome-related project(s)

Assessment Date: Winter 2026

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students will score 75% of higher (3 of 4 on the rubric).

Who will score and analyze the data: GDT faculty

4. Identify and implement appropriate type choices for both print and screen-based media.

Assessment 1

Assessment Tool: Outcome-related project(s)

Assessment Date: Winter 2026

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students will score 75% of higher (3 of 4 on the rubric).

Who will score and analyze the data: GDT faculty

Course Objectives

1. Learn and understand how to format the text across a range of formats for a sophisticated, typography-based system design project.
2. Design a custom display typeface.
3. Identify and apply varying grid systems for effective communication.
4. Explore type as text, type as image, and type as text and image to create dynamic, meaningful compositions.
5. Develop strong concepts and be able to express how these concepts solve the design problem.
6. Effectively use the elements and principles of design.
7. Apply motion graphic techniques to typographic forms.
8. Acquire project management skills through demonstrated knowledge of project goals, meeting milestones and completion dates.
9. Present work in a professional manner through all stages of design.
10. Demonstrate the ability to critique the work of others.
11. Produce a variety of professional portfolio pieces.
12. Demonstrate an understanding of contemporary design theory.

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Computer workstations/lab

Reviewer

Action

Date

Faculty Preparer:

Ingrid Ankersen

Faculty Preparer

Jul 13, 2023

Department Chair/Area Director:

Jason Withrow

Recommend Approval

Jul 14, 2023

Dean:

<i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jul 17, 2023</i>
Curriculum Committee Chair:		
<i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Nov 14, 2023</i>
Assessment Committee Chair:		
<i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Nov 15, 2023</i>
Vice President for Instruction:		
<i>Brandon Tucker</i>	<i>Approve</i>	<i>Nov 17, 2023</i>

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Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Graphic Design Technology

Course Number: 215

Org Number: 14520

Full Course Title: Typography II

Transcript Title: Typography II

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Course description

Credit hours

Total Contact Hours

Outcomes/Assessment

Objectives/Evaluation

Rationale: As the nature of interactive media evolves, it is important that graphic designers deeply understand the limitations, possibilities, and specific readability and legibility issues of type on the screen. Adding credit and contact hours will allow for a unit on type for the web to include the understanding and implementation of web fonts for page layout as well as type in banner ads and html emails. In addition to discussing and practicing static type on screen, students will develop the ability to design kinetic (moving) typography found today in motion graphics on the web, television, presentations, film, and video. Finally, changing this course to the studio model will align consistently with the other requirements for this discipline.

Proposed Start Semester: Fall 2014

Course Description: In this course, students will deepen their knowledge of typography by exploring advanced typography concepts such as grid systems; complex hierarchy; refinement of text and display type; typography for screen-based media such as web, film, and television; experimental typography; by using type to communicate the message effectively. Students with experience equivalent to GDT 100 may contact the instructor for permission to waive the prerequisite.

Course Credit Hours

Variable hours: No

Credits: 4

Lecture Hours: Instructor: 60 Student: 60

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Other: Instructor: 30 Student: 30

Total Contact Hours: Instructor: 90 Student: 90

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

Prerequisite

GDT 100

General Education

General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit

Assoc in Science - Comp Lit

Request Course Transfer

Proposed For:

College for Creative Studies

Eastern Michigan University

Ferris State University

Grand Valley State University

Kendall School of Design (Ferris)

Wayne State University

Other : Savannah College of Art and Design

Student Learning Outcomes

1. Apply advanced typographic principles such as typographic form, text type, and page structure.

Assessment 1

Assessment Tool: Portfolio of student projects

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 70% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students meet a level of competency or higher on all components contained in the rubric (3 of 4).

Who will score and analyze the data: GDT faculty will score and analyze the data.

2. Use both digital and hand-crafted methods to execute designs in visual communication.

Assessment 1

Assessment Tool: Portfolio of student projects

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 70% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students meet a level of competency or higher on all components contained in the rubric (3 of 4).

Who will score and analyze the data: GDT faculty will score and analyze the data.

3. Apply knowledge of advanced grid structures and page structure through visual

communication designs.

Assessment 1

Assessment Tool: Portfolio of student projects

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 70% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students meet a level of competency or higher on all components contained in the rubric (3 of 4).

Who will score and analyze the data: GDT faculty will score and analyze the data.

4. Identify and implement appropriate type choices for the web.

Assessment 1

Assessment Tool: Portfolio of student projects

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 70% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students meet a level of competency or higher on all components contained in the rubric (3 of 4).

Who will score and analyze the data: GDT faculty will score and analyze the data.

5. Apply knowledge of typographic limitations and requirements for communication on screen-based media.

Assessment 1

Assessment Tool: Portfolio of student projects

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 70% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of the students meet a level of competency or higher on all components contained in the rubric (3 of 4).

Who will score and analyze the data: GDT faculty will score and analyze the data.

Course Objectives

1. Analyze and apply knowledge of typographic form, proportion of letterform and their formal qualities to advanced typographic projects.

Matched Outcomes

2. Create a font utilizing advanced typographic and software skills.

Matched Outcomes

3. Identify and apply varying grid systems to organize design effectively.

Matched Outcomes

4. Use typographic form, readability, legibility, grid and page structure to advanced typographic projects.

Matched Outcomes

5. Use advanced knowledge of hierarchy, layout, readability, legibility and web fonts to design a sophisticated, typography-based web project.

Matched Outcomes

New Resources for Course

fontlab studio software.

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom
Computer workstations/lab

Reviewer

Action

Date

Faculty Preparer:

Ingrid Ankerson

Faculty Preparer

Jan 08, 2014

Department Chair/Area Director:

Kristine Willimann

Recommend Approval

Jan 08, 2014

Dean:

Rosemary Wilson

Recommend Approval

Jan 29, 2014

Vice President for Instruction:

Bill Abernethy

Approve

Mar 20, 2014