COURSE SYLLABUS TEMPLATE

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York
Department of Media Arts and Technology

Title of Course: MMA 215 Typography and Layout

Class Hours: 2 **Laboratory Hours: 2**

Semester **Credits: 3cr**

Instructor Information (Phone#, Office#, email)_____

Course Description:
This course will explore type design and its application in visual communication. Students will study the formal qualities of typefaces and their historical origin. Students will learn to manipulate type properties to design meaningful and effective graphic communication. The use of industry-standard desktop publishing software will be covered as well and will be applied to a range of typographic solutions.

Basic Skills: Writing Index 55+ or ESL 54

Prerequisites: MMA 100 or ART 100 or ART 101

Corequisites: none

Course Student Learning Outcomes (Students will be able to…)	**Measurements (means of assessment for student learning outcomes listed in first column)**
1. Recognize and classify type based on form, usage and historical origin	**Graded assignments and proficiency exams**
2. Apply typographic design principles to enhance meaning and visual communication.	**Graphic design assignments, class exercises.**
3. Evaluate the effectiveness of a visual design strategy and execution.	Visual solution projects and project critiques.
4. Design and print a multi-page publication that incorporates the purposeful organization of type and image, using industry-standard desktop publishing software.	**Text design project.**
5.	

Below are the college's general education learning outcomes, the outcomes that are checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

	General Education Learning Outcomes	Measurements (means of assessment for general education goals listed in first column)
☐	**Communication Skills-** Students will be able to write, read, listen and speak critically and effectively.	
☐	**Quantitative Reasoning-** Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.	
☐	**Scientific Reasoning-** Students will be able to apply the concepts and methods of the natural sciences.	
☐	**Social and Behavioral Sciences-** Students will be able to apply the concepts and methods of the social sciences.	
☐	**Arts & Humanities-** Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre or literature.	**Essay or design project.**
☐	**Information & Technology Literacy-** Students will be able to collect, evaluate and interpret information and effectively use information technologies.	
☐	**Values-** Students will be able to make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	

Required Text

Designing with Type: The Essential Guide to Typography, 5th Edition (paperback)
Authors: James Craig, Irene Korol Scala
Watson-Guptill
ISBN-13: 978-0823014132

Other Resources

Use of Technology (If Applicable)

Adobe Creative Suite Software

Evaluation and Requirements of Students

- Design Assignments: 55%
- Final Project: 15%
- Quizzes/Exams: 20%
- Participation, professionalism: 10%

Outline of Topics

Origins of the Alphabet
- Development of symbol to letterform.

Type Classifications & the Anatomy of Type

Typography as Creative Tool
- Type as concept & expression
- Designing with display type
- Type and color

Graphic Production Techniques
- Font management systems
- Font resources online.

Designing for readability

- Measuring type
- Best use of styles, sizes, colors

The Grid System

- Organizing type and image for maximum storytelling
- Using type for visual impact on any size page

Software proficiency

- Using Adobe InDesign & Illustrator as the professional standard for publication layout and digital storytelling.

Class Participation

Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student's responsibility to be familiar with and follow the participation policies for each course.

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

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Counseling Center www.bmcc.cuny.edu/counseling, room S343, 212-220-8140, counselingcenter@bmcc.cuny.edu. Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

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accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit, call the office or email.

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