

Typography & Layout

ART - 1230 661

Course Description

This course combines the study of typography with the fundamentals of layout. Students will study the history of letters and will learn to identify various typefaces. They will solve layout problems using design principles and type.

Prerequisite: ART 1120 and ART 1200 with concurrency. Completion of prerequisites prior to ART 1230 is preferred.

Semester: All

Course Student Learning Outcomes

- Identify and recognize typefaces based on typeface classifications and characteristics.
- Read about and discuss the history and evolution of typefaces and letterforms.
- Identify common type and layout problems and discuss possible solutions.
- Create preliminary layouts using the design process and industry standard guiding principles for layout design including, but not limited to: research, thumbnails, roughs, comps, final designs, photo indicators, and type indicators.
- Use page, text, and image organizing techniques to solve common design and layout problems.
- Produce final digital layouts and projects using industry-standard software and application techniques.
- Present their work to the class through oral, written, and visual communication.
- Provide constructive feedback to their peers through formal and informal critiques.

Engagement Plan

Example language:

- I will respond to email within 24-48 business hours. I will offer feedback on major assignments within two weeks. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.
- Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Brief Description of Assignments/Exams

Knowledge Building Assessments

- Module Quizzes: There is no time limit. Students can use their textbook and lecture notes and visit their instructor during office hours to ask for help.
- Miscellaneous Discussions & Activities
- Creative Projects: These are equally as difficult as Major Creative Projects but are approached in a more open way. Students are encouraged to use the Creative Projects to practice meeting the requirements of the major projects. They even practice critiquing the work of their peers before submitting a Formal Critique activity.

Major Assessments & Exams (more difficult coursework)

- Major Creative Projects: Students are expected to submit their best work. It is not expected that instructors will allow students to fix and resubmit their major creative projects.
- Formal Critiques

- Final Project & Self-Reflection

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Beginning Course Survey	Quiz	0
	Creative Project: Type Arrangement Research	Assignment	0
	End of Course Survey	Quiz	0
	Final Project: Newsletter (Fourth Submission)	Discussion	40
	Introduce Yourself	Discussion	0
8/30/25	Assignment: Initial Response	Assignment	10
8/30/25	Assignment: Upload a Profile Picture	Assignment	5
8/30/25	Introduce Yourself Through Type	Discussion	15
8/30/25	Quiz: Getting Started in ART 1230	Quiz	10
9/6/25	Creative Project: Letter & Word Kerning	Discussion	35
9/6/25	Quiz: Basics of Typography (CH 1)	Quiz	15
9/6/25	Quiz: Five Classic Typefaces (CH 2)	Quiz	5

Due Date	Assignment Name	Assignment Type	Points
9/13/25	Quiz: Designing With Text Type (CH 3).	Quiz	10
9/13/25	Quiz: Identifying Typefaces (Module 02).	Quiz	15
9/20/25	Creative Project: Business Card Layout Redo	Discussion	40
9/27/25	Creative Project: Type Arrangement Research	Discussion	40
9/27/25	Quiz: Designing With Display Type (CH 4).	Quiz	10
9/27/25	Quiz: Identifying Typefaces (Module 03).	Quiz	15
10/4/25	Major Creative Project: Word Arrangement	Assignment	70
10/11/25	Creative Project: Business Card with Spot Color	Discussion	40
10/11/25	Creative Project: Photo Indicator Practice	Discussion	40
10/11/25	Quiz: Color (CH 5).	Quiz	10
10/18/25	Creative Project: Mood Board–Fashion Show Postcard	Discussion	40

Due Date	Assignment Name	Assignment Type	Points
10/18/25	Formal Critique: Word Arrangement Project	Discussion	30
10/25/25	Major Creative Project: Postcard Design (First Submission)	Discussion	40
10/25/25	Quiz: Identifying Typefaces (Module 06)	Quiz	5
10/25/25	Quiz: Layout Fundamentals (Section 1)	Quiz	10
11/1/25	Major Creative Project: Postcard Design (Final Submission)	Assignment	50
11/1/25	Quiz: Anatomy of a Grid (Section 2)	Quiz	10
11/1/25	Quiz: Identifying Typefaces (Module 07)	Quiz	5
11/8/25	Creative Project: Digital Ad Series	Discussion	60
11/8/25	Formal Critique: Postcard Project	Discussion	30
11/8/25	Quiz: Grid Systems (Section 3)	Quiz	10
11/15/25	Creative Project: Mood Board– Newsletter Layout	Discussion	40

Due Date	Assignment Name	Assignment Type	Points
11/15/25	Quiz: Compositional Principles (Section 4).	Quiz	10
11/15/25	Quiz: Identifying Typefaces (Module 09).	Quiz	5
11/22/25	Final Project: Newsletter Project (First Submission).	Discussion	45
11/29/25	Final Project: Newsletter Project (Second Submission).	Discussion	25
11/29/25	Quiz: Layout Characteristics (Section 5).	Quiz	10
12/6/25	Final Project: Newsletter Project (Third Submission).	Discussion	35
12/13/25	Final Project: Newsletter Project (Fourth Submission).	Assignment	50
12/17/25	Portfolio Prep Activity	Assignment	50
12/17/25	Presentation: Self-Reflection	Discussion	50

Grading Scale

Calculating Your Grade—Assessment Weights

Course Requirements	Weight
Quizzes, Miscellaneous Discussions &	25%

Activities	
Creative Projects & Critiques	50%
Final Project & Self-Reflection Presentation	25%
Total	100%

How to Navigate to Canvas

Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to elarningsupport@slcc.edu.

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

[Advising and Counseling Support Services](#)

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

[Student Academic Calendar](#)

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)