

# Minnesota State University Moorhead

## GDES 307: Advanced Typographic Design

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites:

This course requires any of these four prerequisite categories

1. Both of these

GDES 203 - Introduction to Graphic Design

GDES 303 - Typography

Or

2. GDES 203 - Introduction to Graphic Design

Or

3. GDES 303 - Typography

Or

4. GDES 203 - Introduction to Graphic Design

Corequisites: None

MnTC Goals: None

Advanced studies in typography. The course will expand on GDES 303 and the use of typography from practical to experimental. Typography is everywhere from print, to web, to time and motion. Students will further study and analyze typography to learn what is appropriate, and not, in design solutions. They will explore when clear communication is required and when to use type to visually entertain.

**B. COURSE EFFECTIVE DATES:** 09/01/2015 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. Learn to use typography for print, web, time and motion, and mobile devices. Outcomes include proper size, line spacing, line length, type choice, kerning, use of special characters, alignment, legibility, emphasis and more.
2. Learn when, where, and how to use typography in an effective manner.

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted