Minnesota State University Moorhead

GID 410: Advanced Typographic Design

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
GID 310 - Typography

Corequisites: None

MnTC Goals: None

Advanced studies in typography. The course will expand on GID 310 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: 01/02/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Experimental typography
2. Typeface classification and use
3. Type aesthetics

D. LEARNING OUTCOMES (General)

1. Symbolize the identity of an individual, group or organization through typography.
2. Use typography for print, web, time and motion, and mobile devices.
3. Know when, where, and how to use typography in an effective manner.
4. Use typography to reach an audience through a written message or as an artistic element.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted