Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS
ARTS 223
INTRODUCTION TO TYPOGRAPHY

COURSE DESCRIPTION
The course includes the study of type as a tool and a design element. Topics for discussion and exploration will include type identification, text and display usage, and actual letterform design.

RATIONALE
The proper use of typography is an essential skill required for any designer. Beginning with an introduction to the history of letterforms and the function of typography, this course will examine the construction and application of typographic text and headline display. The student will examine the uses of type as a communications tool across a variety of print and digital media.

I. PREREQUISITE
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

I. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Office

II. MEASUREABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Demonstrate the proper use of type as a design tool.
B. Create letterforms as part of a consistent alphabet.
C. Apply typographic rules and measurements to composition.
D. Recognize different type styles and categories and be able to apply them to the proper design situation.
E. Demonstrate a knowledge of the history of typographic letterforms as they relate to the history of graphic communication.
III. Course Requirements and Assignments

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Blogs (8)

The student will submit a preliminary design for an assignment for each blog entry. The blog entries for projects must each be supported with a 50–75-word explanation, which must elucidate the goal and intent of the project. Blog entries for exercises are often self-explanatory and may only need a few words, if any. The student will also reply to the blog entries of at least 2 classmates. In each of these replies, the student must specifically address the effectiveness of elements used in his or her classmate’s draft and whether he or she supports the goals of the draft as presented. Replies must include constructive comments for any changes. Each reply must be 50–75 words.

D. Exercise Sets (4)

The student will work on limited typographic projects that allow the student to expand upon type design principles. Each set builds upon the previous ones, allowing for more complex solutions to visual challenges.

E. Original Typeface Design

The culmination of this course will be to create an original typeface design based on the different periods and eras studied during this term.

Draft

The student will submit a draft of a font which will be evaluated for consistency, legibility, and craftsmanship.

Final Version

The student will submit a corrected final presentation of the font as well as a poster using the new font and demonstrating an example of its proper application.

F. Projects (2)

The student will create portfolio-quality layout assignments that are meant to display the student’s developing design skills through practical application.

G. ID Quizzes (5)

The student will complete open-book/open-notes quizzes requiring the correct identification of 5 or more typefaces as presented in the modules/weeks. The student will be responsible for the new typefaces from each module/week as well as the typefaces from preceding modules/weeks. Later in the term, quizzes will test the student’s understanding of traditional typographic measurement systems.

H. Midterm and Final Exams (2)
Each exam will cover the Reading & Study material for the assigned modules/weeks. Each exam will be open-book/open-notes, contain 10 multiple-choice (Midterm) or 20 (Final) multiple-choice and true/false questions, and have a time limit of 30 minutes.

IV. Course Grading and Policies

A. Points

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Blogs (7 at 27 pts ea; 1 at 31 pts)</td>
<td>220</td>
</tr>
<tr>
<td>Exercise Sets (3 at 40 pts ea; 1 at 50 pts)</td>
<td>170</td>
</tr>
<tr>
<td>Original Typeface Draft</td>
<td>50</td>
</tr>
<tr>
<td>Final Version</td>
<td>175</td>
</tr>
<tr>
<td>Projects (1 at 75 pts; 1 at 160 pts)</td>
<td>235</td>
</tr>
<tr>
<td>ID Quizzes (5 at 10 pts ea)</td>
<td>50</td>
</tr>
<tr>
<td>Midterm Exam (Modules 1–5)</td>
<td>25</td>
</tr>
<tr>
<td>Final Exam (Modules 6–8)</td>
<td>75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1010</td>
</tr>
</tbody>
</table>

B. Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email. Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

E. Disability Assistance
Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
## Course Schedule

### Arts 223


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
</table>
| 1           | Edman: Preface, ch. 1  
1 presentation  
2 PDFs  
1 document  
1 website | Course Requirements Checklist  
Class Introductions  
Blog 1  
Exercise Set 1 | 10  
0  
27  
40 |
| 2           | Edman: chs. 2–3, Appendices B–C  
1 presentation  
1 PDF  
1 website | Blog 2  
Exercise Set 2 | 27  
40 |
| 3           | Edman: chs. 4, 11, Appendices C–D  
2 presentations  
1 PDF  
1 website | Blog 3  
Exercise Set 3  
ID Quiz 1 | 27  
40  
10 |
| 4           | Edman: chs. 5–6, Appendices E–F  
2 presentations  
1 PDF  
1 document  
1 website | Blog 4  
Exercise Set 4  
ID Quiz 2 | 27  
50  
10 |
| 5           | Edman: chs. 9–10  
1 presentation  
1 PDF  
1 document  
1 website | Blog 5  
Original Typeface Design – Draft  
ID Quiz 3  
Midterm Exam | 27  
50  
10  
25 |
| 6           | Edman: ch. 8  
1 presentation  
1 PDF  
1 document  
1 website | Blog 6  
Project 1  
ID Quiz 4 | 27  
75  
10 |
| 7           | Edman: Appendices B–C  
1 presentation  
1 website | Blog 7  
Project 2  
ID Quiz 5 | 27  
160  
10 |
| 8           | Edman: Appendices A, H  
1 presentation  
1 website | Blog 8  
Original Typeface Design – Final Version  
Final Exam | 31  
175  
75 |

**Total**: 1010

**Note**: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.