Mohawk Valley Community College

Utica and Rome, New York

Course Outline

**GD 221 Typography 1 C-2, P-2, Cr-3**

**Course Description:**

This course explores visual problem solving as it relates to publication design. Students apply design principles and practice to various formats using the printed page. Students are introduced to the typographic grid and practice its application in the design process.

**Prerequisite:** GD 145 Digital Applications 1

**Student Learning Outcomes:**

Upon the successful completion of this course, students will be able to:

* Demonstrate a solid understanding of the typographic grid.
* Demonstrate that research and understanding subject matter yields intelligent designs.
* Understand and apply fundamental design principles.
* Understand how to utilize all of the software of the design studio to create strong visuals.
* Be prepared for the next advanced stage of their design career: Typography 2.

**Major Topics:**

* Introduction to the typographic grid.
* The fundamental problem solving methodology and how it enhances the creative process.
* Introduction to paper and how it applies to design choices.
* Creative stages: Thumbnail, Revisions, Final Art.
* Research and its importance to the design process.

Reviewed July 2023