

NEW COURSE PROPOSAL**Courses must be submitted by November 2, 2009, for priority catalog review.**DATE (*Change if modified and redate file with current date*) 09/12/2011; REV 11.29.12

PROGRAM AREA(S) ART

1. Course Information. *[Follow accepted catalog format.]***Prefix(es)** (Add additional prefixes if cross-listed) and **Course No.** ART 525**Title:** TEXTUAL PRODUCTION **Units:** 3

X Prerequisites Admission to the DIAMND program or Consent of Instructor

Corequisites

Consent of Instructor Required for Enrollment

Catalog Description (Do not use any symbols): Addresses the complex challenges inherent to working with written, printed, and screen-based language. Explores typography and the aesthetics of letterform from a historical perspective, and examines the rapid evolution of type as it has appeared in digital settings. Projects cover both practical and experimental uses of type in the context of static and animated environments.

Grading Scheme:

X A-F Grades

Credit/No Credit

Optional (Student Choice)

Repeatability:

Repeatable for a maximum of units

Total Completions Allowed

Multiple Enrollment in Same Semester

Course Level Information:

Undergraduate

Post-Baccalaureate/Credential

X Graduate

Mode of Instruction/Components (*Hours per Unit are defaulted*).

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the Dean)
Lecture		1			
Seminar		1			
Laboratory		3			
Activity	3	2	15	X	
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

Six hours activity per week

hours per week

2. Course Attributes:

General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

A-1 Oral Communication

A-2 English Writing

A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

B-1 Physical Sciences

B-2 Life Sciences – Biology

B-3 Mathematics – Mathematics and Applications

B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

C-1 Art

C-2 Literature Courses

C-3a Language
C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement

Meets University Language Requirement

American Institutions, Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

Refer to website, Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

☐ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)

A. Justification: Because of its ubiquitous nature, “type” is something that is often taken for granted. Although the true diversity of typefaces might be most readily experienced through the basic array of fonts available on a home computer, the strategic use of these fonts is itself a form of art. The text featured in everything from maps, menus, and signage, to televised sporting events and FDA-approved nutrition labels, is worthy of significant analysis. Type can appear on a screen, on the page, or in a host of environments. In an effort to best understand the nature of how we read, it becomes critical to study the shape, evolution, and connotations of the actual letterforms which otherwise might seem routine. The course will also examine the impact of technological developments on reading, and the future of the written word in an age of icons and more pictorial forms of communication.

B. Degree Requirement:

☐ Requirement for the Major/Minor
☒ Elective for the Major/Minor
☐ Free Elective

Note: Submit Program Modification if this course changes your program.

4. Learning Objectives. (List in numerical order. You may wish to use the following resource in utilizing measurable verbs: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

Upon completion of the course, the student will be able to:

1. Identify and discuss historical developments and the key aesthetic phases in the evolution of typography and written language
2. Describe the relationship between Western and non-Western letterforms, pictograms, and ideograms
3. Analyze the nuances of typefaces and type design, as well as the hallmark work of significant type designers
4. Critique orally and in writing the contemporary uses of typography as it occurs in printed and screen-based environments
5. Design creative artworks employing traditional and experimental typography
6. Construct a fully functioning digital typeface

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

- Origins of the alphabet; pictographs, ideographs; letterforms
- Historical developments and transitional periods
- The anatomy of type, “types of type,” Case studies: Garamond, Centaur, the ever-present Times and Helvetica
- Traditional and contemporary typesetting
- Formal typography, technical concerns and layout issues
- Non-western alphabets and letterforms
- The '90s, the font explosion, digital typography and the “end” of print
- The return of print and the return of hand-rendered typefaces
- Screen-based type, video production and animation
- Environmental type

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒

If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes ☐ No ☒

If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

6. Cross-listed Courses (Please note each prefix in item No. 1)

A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).

List each cross-listed prefix for the course:

B. Program responsible for staffing:

7. References. [Provide 3 - 5 references]

Lupton Ellen, *Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students*, Princeton Architectural Press, 2010.

Pohlen, Joep, *Letter Fountain: The Anatomy of Type*, Taschen, 2011.

Bringhurst, Robert, *The Elements of Typographic Style*, Hartley and Marks Publishers, 3rd Ed., 2004.

Willen, Bruce and Strals, Nolen, *Lettering and Type*, Princeton Architectural Press, 2009.

8. Tenure Track Faculty Qualified to Teach This Course.

Art Program Faculty/External Professional Adjuncts (Matjas & Reilly)

9. Requested Effective Date:

First semester offered: Fall 2014

10. New Resources Requested. Yes ☐ No ☒

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs

D. Lab Fee Requested (please refer to Dean's Office for additional processing) Yes ☐ No ☐

E. Other

11. Will this new course alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☐

If, YES attach a program update or program modification form for all programs affected.

Priority deadline for New Minors and Programs: **October 5, 2009** of preceding year.

Priority deadline for Course Proposals and Modifications: **November 2, 2009**, of preceding year.

Last day to submit forms to be considered during the current academic year: **April 15th**.

Luke Matjas and Liz King

09/12/2012

Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

Date

Approval Sheet

Program/Course:

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for International Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Civic Engagement Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
Dean of Faculty		
	Signature	Date