

**JAMESTOWN COMMUNITY COLLEGE**  
State University of New York

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**INSTITUTIONAL COURSE SYLLABUS**

**Course Title:** Typography and Layout

**Course Abbreviation and Number:** ART 1740

**Credit Hours:** 3

**Course Type:** Lecture/Lab

**Course Description:** Students will explore the impact of well designed typography to any visual medium that uses text, including video, film, print publications, and web-based platforms. This course is an in depth exploration of type as form. Students begin with a close study of letterforms followed by projects that explore basic principles of typography such as hierarchy and alignment, visual sequences, and grid systems. An essential course for students interested in pursuing a career in graphic design.

Prerequisite/Corequisite: ART 1730.

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**General Education Requirements Met**

SUNY

The Arts

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**Student Learning Outcomes:**

Students who demonstrate understanding can:

1. Demonstrate how visual layout and typographic composition can be used to communicate ideas.
2. Discuss terminology, typographic history, technical issues related to typography.

*A pre-requisite for this course is approved for the SUNY General Education category listed. This course will reinforce the student learning outcomes for this category.*

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**Topics Covered:**

- Basics fundamentals of typography
  - Designing with five classic typefaces
  - Design layout with text type
  - Design a layout with text and image
  - Design a layout using a grid
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**Information for Students**

- Expectations of Students
  - [Civility Statement](#)
  - [Student Responsibility Statement](#)
  - [Academic Integrity Statement](#)

- [Accessibility Services](#)

Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.

- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)

- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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**Effective Date:** Spring 2025