

SYLLABUS

Code: GRPH 102

Title: Typography II

Institute: Humanities

Department: Design

Course Description: Utilizing the skills acquired in GRPH-101, students will begin to create and design visual layouts using traditional techniques. In addition, the computer software Adobe Illustrator and QuarkXpress will be used to set type and arrange images for more comprehensive projects. These layouts will be based on concept thinking, advertising campaigns, etc. Emphasis will be placed on craftsmanship and originality.

Prerequisites: GRPH 101 (A grade of "C" or higher)

Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 2

REQUIRED TEXTBOOK/MATERIALS: *Online Resources*

ADDITIONAL TIME REQUIREMENTS:

Minimum of 3 hours per week in lab to complete projects.

Additional Support/Labs:

See <https://www.brookdalecc.edu/academic-tutoring/>

COURSE LEARNING OUTCOMES:

Students will be able to:

- Create/design effective communication projects using visual communication methods. (Critical thinking)
- Recognize type to resolve effective design layouts. (Critical thinking)
- Analyze effective communication in design layouts. (Communication)

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GRADING STANDARD:

Students will submit a portfolio of class projects at end of semester. The portfolio must demonstrate adherence to effective principles of the use of typography. The portfolio must be professional in presentation. All assignments will be averaged together. Based on these standards, grades will be assigned as follows:

Grades

A	Excellent
A-	A-
B+	B+
B	Good
B-	B-
C+	C+
C	Satisfactory
P	Satisfactory or better
D	Marginal
F	Failing
AUD	AUDIT
W	Withdrawal

Please see the individual Instructor Addendum for grading guidelines.

COURSE CONTENT:

Unit 1: Style/Roots of Design

Unit 2: Form: Defining Structure

Unit 3: Content: Word and Image

Unit 4: Response: The Exchange of Perception

Unit 5: The Usual Paradox

Unit 6: Conclusion: The Meaning of a Design

DEPARTMENT POLICIES:

Design Department Attendance and Lateness Policy:

Students having absences are subject to a lowered grade. Students will not miss more than 15 minutes of a class. This includes arriving late or leaving early. If a student misses more than 15 minutes of a class, he/she will be considered absent. Excessive absences may result in failure of a course.

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College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [student handbook](#) and [catalog](#).

Notification for Students with Disabilities:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

Mental Health:

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

Diversity Statement:

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

**The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*