

DES 115 : 4 units

Letterforms & Typography

Why does type matter?

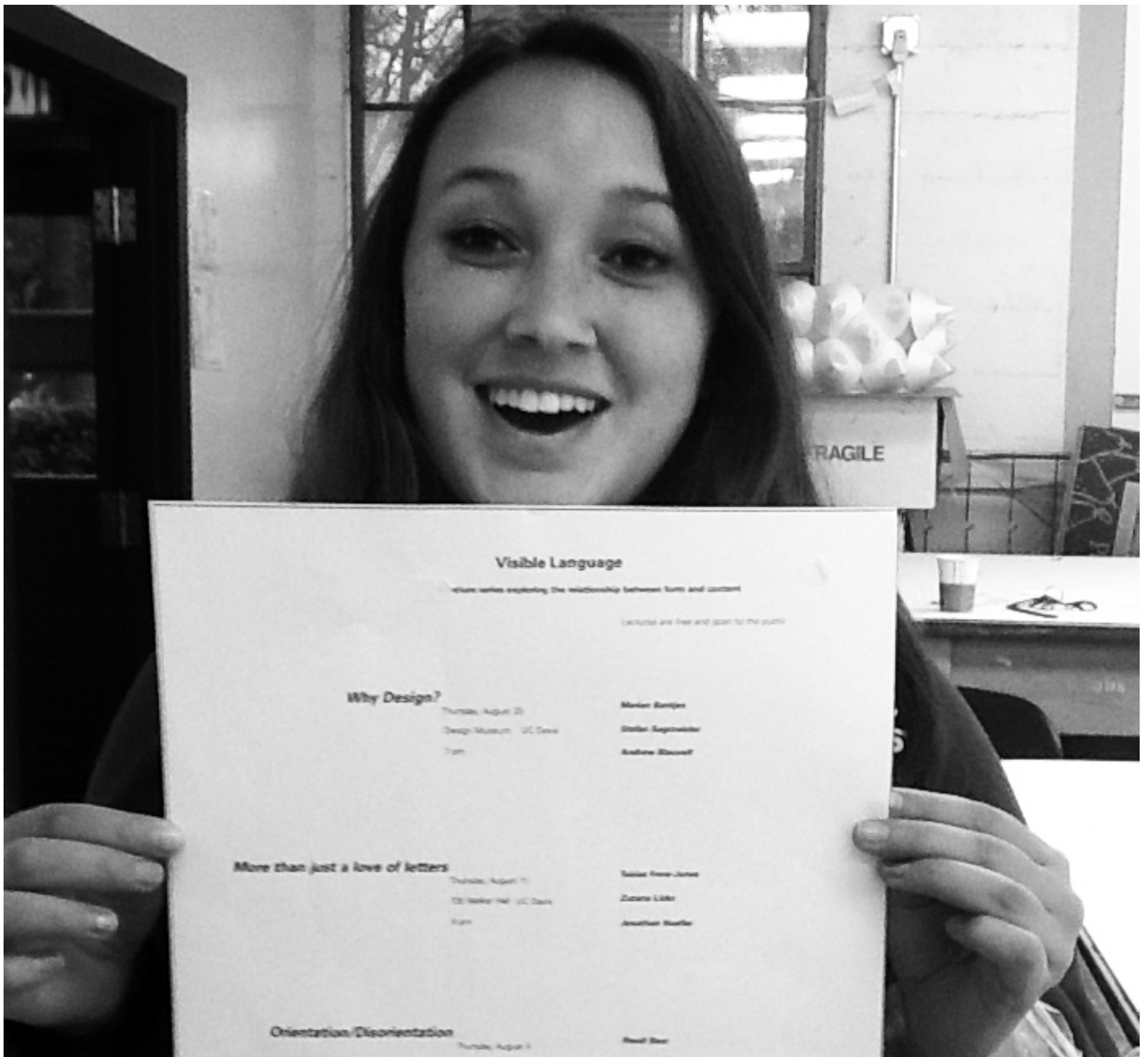
This course introduces the fundamentals of Western typography including type history, form, and use. From individual letterforms to bodies of text and grid systems, we explore typographic principles through a series of projects with increasingly complex parameters. The goal is to investigate the way type “looks and sounds” and *interacts* in order to understand how meaning is conveyed through the relationship between form and content [=design].¹

Course prerequisites

DES 1, 14, 15, 16
or consent of instructor

Required text

Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*



¹ In the book, *Paul Rand: Conversations with Students*, Paul Rand defines design: “Design is relationships. Design is the relationship between form and content.”