Typography

Cal Poly Graphic Communication students have a well-rounded understanding of the importance of typography as it relates to industry and design. Typography is the core of all communication; it's how we make information attractive and legible. This is a fundamental skill for graphic Communication students. We approach typography with an artistic and production perspective. Cal Poly students learn how type works, is designed, produced, and reproduced, and we strive for excellence in legibility and readability in typography.

If you're recruiting for employees to join your design or production team, consider Cal Poly Graphic Communication students. With a foundational education in print, production, and publication across all media; Graphic Communication also emphasizes areas such as digital design, cross media reproduction technology, printing and finishing, and packaging. Cal Poly's Graphic Communication Department is your best source for fresh graduates and interns with the creative and technical know-how to contribute from the outset.

While our students learn about the fundamentals behind typography, they also learn about the history, internal and external function, and the capabilities of digital typefaces. This is crucial in industry because nearly everything you look at uses type and conveys information that was printed in some fashion, Graphic Communication students know the importance of typography as it relates to design, print, and packaginng.

Curriculum & Skills

» History of typography

» Internal function

» Printing technologies

» Capabilities of digital typefaces

» Legibility

» Readability

» How typefaces are built

» How typefaces work

» Combining information needs of type with design deeds

» Trends in font technology

» Communication principles

» Visual organization

» Web and digital publishing

» Page layouts

» Web safe fonts

» File preparation

» Adobe programs

» Faculty Spotlight: *Brian Lawler*

Brian Lawler is Cal Poly Graphic Communication alumnus turned professor. In his time he has seen the GRC industry completely flip upside down and adopt new technologies. Brian started setting type by age 11 in his print shop in the family basement. Brian was brought to Cal Poly by his parents in hopes of inspiring him, and he was sold on the plan to study Graphic Communication at Cal Poly. Brian considers himself to be a typographer more than a printer, and has worked with calligraphy and designing his own typefaces. Brian was the second student curator of the Shakespeare Press Museum while at Cal Poly, and continues to put in many hours still as the faculty advisor. Brian teaches other courses including GRC 101(Introduction to Graphic Communication), 301(Digital Photography and Color Management), 331(Color Management and Quality Analysis), and 322(Advanced Digital Typography).

Typography Questions?

Contact Brian Lawler
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To Enhance your Recruitment Efforts

Contact Cal Poly Career Services Employer Partnerships:
Danielle Epstein (depstein@calpoly.edu) or Dale Stoker
(dstoker@calpoly.edu) at 805-756-5707.

Shakespeare Press Museum

The Shakespeare Press Museum is a 19th century working letterpress museum at Cal Poly, San Luis Obispo, California. The museum is maintained by volunteer student curators who are assisted by a faculty advisor.

The museum began as the private collection of Charles "Shakespeare" Palmer, who donated his collection of presses and type to Cal Poly in 1964. The museum has been open at Cal Poly since 1969.

The primary function of the museum is to serve as a repository for printing equipment that was used between 1850 and 1950 in California. Our collections include several different types of printing presses, over 500 fonts of type and additional equipment and tools that are necessary to staff a printing office.

In addition to serving as a museum we also function as a letterpress printing office. We believe that providing visitors with the opportunity to practice the act of printing provides a vital link to better understanding the experiences of the past. We provide students, university staff, and community members with the opportunity to learn printing, circa 1880.

Student Spotlight: *Manuel Hodrius*

I am an exchange student from Stuttgart, Germany, studying Packaging Development Management. For my GRC 322 project we created booklets about our favorite fonts. I picked Univers by Adrian Frutiger. This booklet was intended to explain the characteristics of the font we chose and I tried to be inspired from the Swiss design, which is more minimalist. The booklet includes history, background, design, and more information about the typeface and the type designer himself. Univers was created in the 50's and is still very popular today in many logos, such as Ebay, FedEX, Black and Decker, BP and more.

Typography – GRC 318 Course Description

Application of typography using current software tools for print, web and digital publishing. In-depth study of communication principles and visual organization. Font technology and management for the creative, print and web publishing industries.

Advanced Typography – GRC 322 Course Description

Advanced typographic principles relating to print and electronic media. Page layout and font management with consideration for electronic media. Applied problems focusing on typographic design, typographic application and file preparation, including web typography and eBook creation.

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