

# **Typography**

Delaware County Community College

**ART 215 Typography**

3 Credits/4 weekly lecture hrs

Prerequisite: ART123, ART208

Thursdays, 12:30PM – 4:30PM,

Room 3296

**Fall 2014**

**Professor Robert Jones**  
Class Instructor

**Contact information:**  
Ph: 610.359.5371

Office: 3282 • Hours posted  
Dept. Ph: 610.359.5389

rjones@dccc.edu  
www.design-note.org

**Designnote.org login:** User name: \_\_\_\_\_ Password: \_\_\_\_\_

**WebStudy url:** \_\_\_\_\_

**Office Hours:** <http://www.designnote.org/contact.html> \_\_\_\_\_

Naturally you can stop by my office anytime to see if I'm in and I will do my best to accommodate you. Please refer to my class schedule, posted outside my office to see when I'm not in class.

## **WELCOME:**

I am delighted that you have chosen to be in my Typography class and I'm hopeful that this introductory course in the proper use of type in design will be a challenging and rewarding experience for you. Hopefully you've already taken the required prerequisite courses that will allow you to work with type. Now you'll discover how to use type like a professional. As a designer, most of your career will be spent working with type, either in print design or interactive design or both. This course will give you the tools and knowledge to be successful in your second semester design courses and as a working designer.

We'll begin the semester with several very basic exercises and projects and build on the complexity of projects as the term progresses. To get off to a good start we'll explore what it is that you think is important to learn in this course by assessing your prior knowledge of type and what you hope to learn by the end of the term.

Prior knowledge:

- ⇒ A strong working knowledge of Adobe Illustrator and Adobe Photoshop
- ⇒ Previous or current experience with Adobe InDesign
- ⇒ Keyboarding skills, file management skills
- ⇒ Basic drawing/sketching skills

Together we'll explore:

- ⇒ The basic anatomical structures of letterforms.
- ⇒ Why it's important to be very selective with the typefaces we choose for a given message.
- ⇒ How we can control the 'setting' of type to influence the message and the readability of the type.
- ⇒ What is it about some designs we see that grabs our attention, especially when only type is used to communicate the message.

## **LEARNING OPPORTUNITIES:**

### **Class dialogue**

Class discussion/participation will occupy some of our time in class as we attempt to become more familiar with terminology, concepts, technology and personalities needed to understand typography.

I've discovered that we learn as much from each other as we do from listening to one individual. Class participation includes both the putting forth of your own ideas and questions and listening attentively to each other. A person who seldom speaks but listens intently and takes notes is participating as fully as one who speaks frequently and thoughtfully.

Each class member is expected to contribute to the dialogue/discussion.

You may participate by:

1. Asking a question
2. Responding to a question asked by the moderator, guest presenter, or other class member
3. Making a comment or observation

It is important that you read the assigned pages as background information on the chapter topics before the class begins. I will do my best to take note of those students who contribute to class and your participation will influence your grade.

### **Class critique**

Your work in this class will be critiqued all the way through the design process, from thumbnail sketches to final printouts. This may well be the most enriching learning experience in your design and art courses and your contributions to the dialogue are expected.

### **In-class exercises**

Hopefully the majority of the rich learning experiences will be through the application of hands-on exercises. Sharing your critical thinking processes with your classmates and enabling each other to grow through the collaborative learning process should be a rewarding experience.

### **Lecture/Presentations**

The acquisition of factual knowledge will be required of you through the presentation of content via visual lectures. I hope these will be brief but content rich. *Some may be student taught!*

### **Projects**

One result of the learning that will take place in this course will be the fulfillment of several (4–5) finished projects that will explore the use of type in a variety of ways from letterforms to posters to a final book project.

### **Reading**

The acquisition of factual knowledge will be required of you through the reading of several chapters of our textbook. The text is an easy read with many wonderful examples of illustrations and student work.

### **Tests**

I plan to give tests in this course as part of your grade. These will be 3–4 weeks apart and I will drop the lowest test grade if we cover 4 or more tests. If you miss a class, the test can be taken in the Testing Center, but it will be a revised test and probably longer and harder than the original test.

## **COURSE DESCRIPTION:**

This intermediate level course for graphic design majors concerns itself with the characteristics and design applications of type used in printed and digital matter. Students plan and produce a series of portfolio-quality projects to explore the use of type as a design element. Course work includes lecture, tutorials, class discussion and critique.

## **LEARNING OUTCOMES/ COMPETENCIES:**

Upon successful completion of this course, the student should be able to:

- ⇒ Use the principles of positive/negative space, rhythm, texture and composition in manipulating letterforms as design elements.
- ⇒ Select appropriate typefaces that enhance verbal messages.
- ⇒ Identify and categorize commonly used type families.
- ⇒ Employ letter, word and line spacing that enhance the appearance and readability of type.
- ⇒ Arrange and assemble display and text in a page layout relating it to other design elements.
- ⇒ Apply typographic hierarchy to organize a page layout.

- ⇒ Solve projects in a unique and creative manner.
- ⇒ Produce content as an effective form of visual communication.
- ⇒ Communicate issues of critical thinking skills via the creation of artworks and participation in the formal critique process

**LEARNING GOALS:**

- ▶ That you understand that contrast is a key principle in setting type effectively.
- ▶ That you learn the differences between type for display purposes (large type sizes) and body copy (generally 14 point type and smaller) and the special considerations that each require.
- ▶ That you learn to be sensitive to the personality displayed by each typeface.
- ▶ That you learn to think about hierarchy of the type in a design.
- ▶ That you begin to realize that there may be various good solutions to a project but which one communicates the intended message the best.
- ▶ That you learn to refrain from using out-dated, cliched typefaces which you think are cool.

**METHODS:**

This course will attempt to imitate the form of a typical graphic design job situation. Students will design a series of projects from concept through completion. Critiques and class discussions will follow. Lectures and studio demonstrations will be given as they pertain to specific projects. A handout will be given for each project outlining deadlines, materials, design parameters, readings, examples, and suggestions.

Most projects will require computer work outside the classroom using Open Lab hours in room 3296 in order to produce the finished product.

**TEXT:**

**Designing with Type: The Essential Guide to Typography**, Fifth edition by James Craig Companion web site: [www.designingwithtype.com/5](http://www.designingwithtype.com/5)

**MATERIALS:**

Sketch pad, notebook or 8.5 x 11 Tracing Pad (Beifang is a good brand)  
 Drawing pencils or Black Sharpie markers, Fine and medium points  
 Black presentation board to mount all final projects  
 Bookbinding materials as requested by instructor  
 Digital media to save project files  
 High-quality Epson printing papers

**GRADING:**

Your grade is based on a number of factors that include preliminary sketches, roughs, project execution and improvement, class participation, attendance, attitude and effort. Excellence in all of these areas is required to earn an "A" in this course.

Projects make up the bulk of your grade but a lot emphasis is also placed on preliminary research and the design process. You will be expected to work outside of class on these assignments. Projects will be considered in terms of execution, content, composition, inventiveness, risk-taking, process and creativity.

- ▶ ***All of the 4 – 5 main projects must be completed and turned in to pass this course.***
- ▶ ***Attendance at the final critique is mandatory to pass this course.***

Criteria:

**A projects** will have consistent excellence in all criteria and will reflect the students understanding of concepts, expected learning outcomes, course content, is presented with professionalism and takes leadership role in group work. "A" work is of a level and quality that significantly exceeds the expectations for the student's current level of study. An "A" typically does more than required!

**B projects** are above average, show evidence of growth, are effective in their content, well composed and presented in a professional manner. "B" level work is acceptable and appropriate

to the student's current level of study.

**C projects** are satisfactorily completed and may lack individual visual interest, lack of content or lacks evidence of growth.

**D projects** are insufficient and/or show inadequate technical execution and reflect a lack of participation, weak presentation and little or no meaningful content.

**F projects** are unsatisfactory, incomplete and/or reflects student's unwillingness to work

Rubrics & Evaluation: To monitor their success in this course, students will be given an evaluation report or rubric for each project. I plan to make these available as the assignment is given. This evaluation report/ rubric will match the assignment grading criteria that will accompany each project. Please hold onto these evaluation reports/rubrics to the conclusion of the semester.

Teamwork projects will involve filling out self, peer and group evaluation papers.

Progress Reports: To monitor their success in this course, students will be given progress reports that summarize the quality of the work they are doing in the class.

Percentages:	Projects	50%
	Preliminary Studies, Tests & Research	25%
	Homework/Class work & Blog	15%
	Professionalism & Participation	10%

Grading Scale:	Letter grade:	Number grade:	
	A	100 - 90	Exemplary
	B	89 - 80	Very Good
	C	79 - 70	Average
	D	69 - 60	Below Average
	F	59 - 0	Failing

I tend to grade your work showing plus (+) or minus (-) grades. I believe it gives you a more accurate picture of success. Please note that the college does not use a +/- system for final grades.

## **POLICIES & EXPECTATIONS:**

While most of these are not negotiable, some are. Let's take a closer look.

Attendance: Students are expected to attend all class sessions for courses in which they are enrolled. Please refer to the new withdrawal guidelines.

Being here contributes to your success! Attendance will be taken at the beginning of each class session. You are allowed 2 absences without penalty. Three or more absences will result in a lower grade for the semester.

Preparation: Students who are unprepared for class (bring all of your materials!) will be marked late. Students who leave early without reason or notice to instructor will be marked late. Accumulation of four late marks will be equal to an absence.

Missed class: Missing a class is your responsibility. If you miss a class, you will still be held responsible for concepts studied and assignments given in the classes you miss. Exchange phone numbers and e-mail addresses with your classmates so that you can get all assignments and notes. I will not respond to student e-mail or voicemail requests for class information if I was not contacted regarding your absence in advance of the class session.

Withdrawal initiated by the college: Please be aware of recent changes to the College Attendance & Withdrawal Policy. Attendance is expected at all class meetings. Students who do not attend and/or log in to class during the first three weeks of class or who only attend the first day of class and/or log in once WILL BE ASSIGNED THE REGISTRATION CODE OF 'NS' (NO SHOW) as of the 4th week of classes. Instructors will NOT withdraw students for non-attendance. Students will be responsible for withdrawing

themselves from their courses and may do so until the semester Student Withdrawal date (see your student handbook for information). Students who wish to be withdrawn from a class after the Student Withdrawal date will need to meet with the appropriate administrator. Please refer to the Student Handbook for more details on this policy.

**Deadlines:** Meeting deadlines is an important part of the graphic design profession. Projects and assignments will only be accepted for the full grade possible on the day they are due! All assignments are due for critique at the start of class on their assigned due date unless otherwise instructed by professor. Only projects that make it to the display wall for critique may be resubmitted for a grade improvement. Late assignments can still be turned in but will suffer a significant grade reduction.

**Critiques:** Final project critiques are an important aspect of the learning process. The majority of feedback on the quality of your work and suggestions for improvement will occur via class feedback, instructor evaluations and/or peer and group evaluations.

Failure to appear at the final critique/exam (end of semester) will result in a grade of F for this course. NO EXCEPTIONS.

**Project submission:** Please don't miss these important points concerning project submission:


1. Preliminary critiques will be held the week prior to the final critique. These will be used to make corrections to your projects. Failure to have a printed B&W or color proof to hang on the wall will result in a lower grade for that project.

2. All aspects of a project, thumbnails, sketches, roughs and digital files will be monitored for grading. You will also be graded on the quality and quantity of thumbnails and roughs.

**PDF files required:** 3. All final projects must be submitted as mounted prints and PDF digital files unless instructed otherwise. Failure to do this will also result in a lower grade for that project. Projects must be printed and mounted for the final critique prior to the starting time of the critique. Submit your digital projects in PDF format and place them on the server.

**Presentations:** Presentations may be given by individual students and by student teams. These presentations will take the form of PowerPoint presentations, blogs or other student directed methodologies. Student teams might also develop Team Micro-Teaching Presentations.

**Email account:** Communication between you and your instructor will occur using your school email address through delaGate. YOUR NAME@mail.dccc.edu. I cannot send email to your personal account. HOWEVER... You can have your @mail.dccc.edu account forwarded to your main email address.

1. In your @mail.dccc.edu account, click on the Settings Icon .

2. Click on "Forwarding and POP/IMAP" tab.

3. Click on "Add a forwarding address".

4. Add a forwarding address.

5. Select the Radio Button next to "Forward a copy of incoming mail to" and select your forwarding email address from the drop down menu.

6. Click on "Save Changes" at the bottom. That should do it!

I'll do my best to respond within 24 hours.

**Art Show Labels:** You will find partially completed Art Show Labels on my web site [www.designnote.org](http://www.designnote.org). Download the PDF file for this class and complete your personal information on one label. As you hit the "TAB" key to move to the next field to fill in, the previous information will populate all four labels on the page. You can print out two or more pages of these labels leaving the specific project info blank so you can fill it in by hand for the specific project you're turning in. Remember that each individual piece of a multi-part project will require a label. Art work without show labels will not be presented for inclusion in the show.

- Pre-requisites: It is expected that students have met the prerequisite for this course and have a basic understanding of using art materials. Use of a computer and postscript printer are essential for this course.
- Outside activities: Since classroom time is limited, students will be spending several hours between classes reading, looking at examples, doing research, procuring supplies and executing the work. This cannot be accomplished the evening prior to class. Students should try to pace their activities over the course of the week.
- Computer Studio: The use of the computer is required for this course. Students in this class may use the Mac Computer Studio, Room 3296, during Open and Tutorial Studio time.
- E-mail & other devices: There will be no e-mail activity when in class. If I hear excessive keyboard activity at an inappropriate time during class, I will assume you are attempting to send e-mail or other social media and I will mark you absent for that class. I refuse to put up with this behavior any longer and I will be all too happy to lower your grade.
- All portable telecommunication devices must be turned off during class. If you need special consideration, just ask! Cell phones must be tuned off while in the classroom. Answering cell phones in the classroom will require you be marked absent. Exceptions to this policy must be requested of the instructor at the start of a class.
- Professional Behavior:
1. Prepare thoroughly for each class session in accordance with the course calendar found on [www.design-note.org](http://www.design-note.org) (a.k.a. [www.designnote.org](http://www.designnote.org), [www.designnote.org](http://www.designnote.org))
  2. Adhere to deadlines and timetables, also found on [www.designnote.org](http://www.designnote.org).
  3. Participate fully and actively in all classroom discussions and activities.
  4. Display appropriate courtesy to all involved in classroom sessions.
  5. It is inappropriate and unacceptable to study for other classes or to work on assignments for other courses during this class unless permission is granted by instructor.
  6. It is inappropriate to leave class in the middle of a lecture/presentation.
  7. All work must be your own. Cheating and plagiarism will not be tolerated. The penalty is an "F" in the course and a hearing before the Provost.
  8. An "F" will be assigned in cases where the same assignment is submitted to fulfill the requirements of different professors teaching different courses.
  9. When your instructor is presenting a formal lecture or presentation, no keyboard sounds should be heard.
  10. Final critiques are your final exam. Failure to appear at a final critique or final exam will result in a grade of "F" for this course. There are no exceptions to this college policy.
  11. Other inappropriate behaviors include; sleeping or daydreaming in class, eating or drinking in class, chronic tardiness, chatting with classmates during a lecture or presentation, playing in Facebook, Twitter or any other social media.
  12. Ask for clarification when you don't understand a point someone has made by raising your hand.
- Artwork Retention: Your instructor retains the right to withhold the return of art work for submission to the annual student exhibitions. Your work may also be used on the instructors web site and to photograph the work for purposes of marketing the program.

Special Events Requirement: All students earning the A.F.A. degree in either - Graphic Design, Studio Art or Photography are required to attend 4 "special events" including gallery lectures, artist visits, museum visits, art material seminars and other specified enrichment programs that are planned in conjunction with program objectives. Advisors will keep track of attendance records. Information regarding event offerings on campus for each semester will be posted on the gallery web-site and on signs posted throughout the Art Department. It is highly advisable that students begin to fulfill these program requirements early on and continue each semester in a time worthy fashion.

Photo Documentation Requirement: All students earning the A.F.A. degree in either-Graphic Design, Studio Art or Photography are required to attend, within their first year of declaring the major, a Photography workshop in order to become certified in digital documentation.

**PROOFING:** "Proofing" is a digital prepress term for presenting your file for inspection. Upon approval of sketches, your "rough" drafts will generally be proofs. Follow these procedures for class and lab assignments:

**Soft proof:** Carefully inspect your file on-screen for any errors.

**1st proof:** Black and white laser print (even if the project is in color.)

**Subsequent proofs:** Your first color proof needs to be OK'd by your instructor/lab assistant before additional tweaking and printed.

**Final proof:** Once you've received all necessary approvals in writing (Proof OK), you may proceed to final prints.

**SAVING ASSIGNMENTS:** **Save every project you work on:**

**1. In your folder on the server.**

Place your file in a folder with the course name on the folder. Use this procedure throughout the work session on a particular assignment. When you have completed the assignment, place a copy on your portable media.

**2. Instructor's ART215 Typography folder.**

At the conclusion of each class assignment or lab, put your files in your Instructor's ART215 Typography folder "Students place your files here!" located on the server. Title your folder in this manner: **"Your Last Name, First Name\_ Project Name"; in my case: "Jones, Robert\_Project 1"** would be the proper labeling.

In accordance with Section 504 of the U.S. Rehabilitation Act of 1973 and the Americans with Disabilities Act, the College ensures equal access to educational opportunities for students with disabilities.

**STUDENTS WITH DISABILITIES:**

Students with learning, physical or psychological disabilities who require accommodations for this course must contact Ann Binder, Director of Special Needs Services, in room 1320 in the Career and Counseling Center or call 610-325-2748. Please meet with me to discuss your accommodation letter.

**WRITING CENTER:**

Students who need help planning, editing or documenting written assignments can schedule a tutoring session in the Writing Center. Appointments are strongly recommended, but walk-ins are welcome. Call for an appointment at 610-359-5018

**ART STORE LIST:**

[http://www.design-note.org/links\\_new.html](http://www.design-note.org/links_new.html)

**ACTIVITIES CALENDAR:**

[http://www.design-note.org/type/art215\\_type2\\_fall.html](http://www.design-note.org/type/art215_type2_fall.html)

**BEING SUCCESSFUL: *You are the owner of your education!***

Understanding and applying design and typography in a deliberate and sensitive manner is the primary responsibility of the graphic designer. To do this well you must:

- ▶ **Put time/effort into** the sketching/thinking stages of a project. Design is a process that is worked out and made successful at these early stages. I will not accept poorly done sketches nor will I accept verbal descriptions of project concepts.
- ▶ **LOOK, LOOK, LOOK** Looking at examples of great design and typography in Communication Arts, Print, How, Graphis and other graphic design magazines can be a great source of inspiration. These resources can be found in the DCCC Library.
- ▶ **READ.** Not only your textbook, but other books/magazines devoted to this discipline. The successful student will develop a habit of reading about the career path they intend to follow. Reading is an often neglected discipline today, but the "A" level student will make it a habit to accelerate them beyond their peers.
- ▶ **Take notes.** Only the "A" students seem to do this!
- ▶ **Be inspired** by type and design you see in trade magazines, television commercials and high-quality brochures, not necessarily the direct-mail garage that slides through your mail slot.
- ▶ **Hand in all** your work, roughs, sketches, proofs, final projects and homework... on time!
- ▶ **Don't be afraid** to take creative risks, But be ready to justify them! Don't always do what you think is expected.
- ▶ **Share ideas** with your classmates and other instructors. Don't be afraid to get critical feedback. Ask individuals not directly involved with the project for their thoughts as well.
- ▶ **Think** with your pencil or marker first! Then go to the computer.
- ▶ **Develop an attitude** that group work can be fun and stimulating. It reflects working in the real world!
- ▶ **Be concerned** about your grades all throughout the semester. Don't wait to the last week to inquire how you're doing.
- ▶ **Try having FUN** with your projects!
- ▶ **The computer** is only a tool and not the only tool of the designer/artist.

**HOW TO BECOME A SELF-DIRECTED LEARNER:**

- ▶ Read additional books on the subject.
- ▶ Remain current by reviewing work in contemporary graphic design magazines; How, Communication Arts, Print, CMYK, Graphis, etc.
- ▶ Remain current by reviewing work on design and typography web sites. Try a few of the sites posted on my links page; [http://www.designote.org/links\\_new.html](http://www.designote.org/links_new.html)
- ▶ Become a member of local design clubs such as AIGA and get involved with their events.