

DePaul University \ 2012–2013 \ Winter
CDM Center \ 243 S. Wabash \ Room 530
Tuesday and Thursday \ 10:10am–11:40pm
gd330typography.wordpress.com

GD 330: ADVANCED TYPOGRAPHY

course information : d2l.depaul.edu
instructor: Christopher Kalis \ ckalis@cdm.depaul.edu \ weareplural.com
office hours T/R : 2:00pm – 3:30pm \ CDM Room 458

COURSE DESCRIPTION

An advanced investigation into typography and text for verbal and visual expression for both print and multimedia. This course covers fundamentals, form, composition, history, and experimentation.

COURSE STRUCTURE

The structure of this course is designed to foster a strong work ethic and sense of self initiative. We will split class time between lectures/demos, workshops/in-class work, and various forms of individual and group critique. There will be 4 studio projects + weekly contributions to the class blog each requiring different amounts of in class and outside work time in regard to production. Please be sure to stay on top of your work.

PREREQUISITE

GD 230: Typography

EXPECTATIONS

Be in class on time with all the necessary materials. You are expected to remain in class during the whole class session. Your projects will be graded based on your ability to express yourself within aforementioned parameters. Additionally your grade will take into account the improvement of your work relative to your starting point at the beginning of the semester. Because the class is quite short, you are expected to work a minimum of 6 hours outside of class on your current assignments. We will use class time for in-class work, lectures, critiques, and conversations on design.

THIS COURSE WILL COVER

- \\ Conceptual, logical, visual and critical thinking within research- driven design projects
- \\ Pre-planning, sketchbook renderings and preliminary visualization before implementation
- \\ Composition and manipulation of type and image elements
- \\ Layout and compositing with **Illustrator, Photoshop, and InDesign**
- \\ Hand skills and craftsmanship
- \\ Verbal and visual presentation of your work

REQUIRED TEXTBOOK

(AVAILABLE AT BOOKSTORE)

Design Elements: Typography Fundamentals. Kristin Cullen, 2008.
Rockport book.

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FINDING SUCCESS IN THE CLASSROOM

Do not shortcut any of the steps outlined in the project descriptions.

There are no shortcuts in making good design, seriously.

Be present for each class. If you are unable to attend class, please email me and tell me why.

Check D2L for updates on assignments, fresh links for inspiration, and to engage in conversations with classmates.

Be prepared each class to present and talk about your project progress and decision making.

Everyone is expected to speak aloud and share opinions during each class.

Make informed, well-researched design decisions and to be able to articulate and present those decisions in your work.

Surf the internet on your own time. Facebook won't make you a better designer.

Come to class prepared.

Do not eat in the classroom during class time.

Turn off all cellphones and instant messaging programs while in the classroom and labs.

ACADEMIC INTEGRITY

DePaul University is a learning community that fosters the pursuit of knowledge and the transmission of ideas within a context that emphasizes a sense of responsibility for oneself, for others and for society at large. Violations of academic integrity, in any of their forms, are therefore, detrimental to the values of DePaul, to the students' own development as responsible members of society, and to the pursuit of knowledge and the transmission of ideas. Violations include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification of academic records; and academic misconduct. Conduct that is punishable under the Academic Integrity Policy could result in additional disciplinary actions by other university officials and possible civil or criminal prosecution. Please refer to your Student Handbook or visit Academic Integrity at DePaul University (academicintegrity.depaul.edu) for further details.

STUDENTS WITH DISABILITIES

Students who feel they may need an accommodation based on the impact of a disability should contact me privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate reasonable accommodation based on your needs, contact me as early as possible in the quarter (preferably within the first week), and make sure that you have contacted the PLUS Program (for LD, AD/HD), and the Office for Students with Disabilities (for all other disabilities) at 773.325.1677, Student Center #370

CLEAN UP

Clean-up is Everyone's Responsibility. In order for class to be dismissed on time clean-up will begin 10 minutes prior to the end of class. Failure to participate in cleaning will result in warning and will be reflected in your project grade.

LAB USAGE

Remember, food and drinks are not allowed in the computer labs and may result in a fine. Please feel free to use the studio and computer lab outside of class during open lab hours. Please look for signage around the labs and halls regarding the hours of operation.

STUDIO SAFETY

Spray fixatives and solvents must be used outside or in designated spray booths (you are not allowed to spray in this room). Practice extreme caution when using box cutters and x-acto blades (please no headphones while cutting). Open music is not allowed. Please be aware that many of the materials you'll be using in class are messy. Label all materials and containers with your name to avoid theft. Familiarize yourself with emergency exit and stairwells in the event of a fire alarm. For more info on emergency response and evacuation procedures, please visit the Office of Risk Management and Environmental Health and Safety website at rmehs.depaul.edu

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PROJECT EVALUATION

This is a highly rigorous course that will require outside work, in-class work and verbal critique. Work as hard as you can and to the best of your abilities. Come to class with all supplies and work due. Partially completed work will not be critiqued. If something isn't working for you, please let me know and we'll make it work.

I will evaluate your progress work while you are developing a project, as well as during all intermediate and final critiques. All projects will culminate in a 100 point-based grading rubric (example attached in syllabus). Please remember that any comments toward your work from myself or a fellow student should not be taken personally, but viewed as constructive criticism geared toward making your work stronger and more refined. Final grades will be evaluated on the following criteria:

Research and Development: Did you develop a clear problem statement?

Sketches and Ideation: Did you produce a lot of process work?

Concept: Does the piece work in a cohesive, well thought out manner?

Elements of Composition: Is the piece visually unified?

Transformation Incorporation: Did you explore techniques to add visual interest to the work?

Artistic Quality: Does the final piece look good, overall?

Craft: Is the piece neat and well made, including attention to details

Work Ethic: Did you push yourself—and then push yourself further?

Critique Professionalism: Did you speak up during critique and remain positive/constructive?

Meeting Final Deadline: Is your final work (or any stage of the assignment) late?

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GRADING POLICY

Grades will be based on a percentage assigned to the following elements:

10%	Assignment 1
10%	Assignment 2
10%	Assignment 3
20%	Assignment 4
20%	Final Project (Typeface)
20%	Final Project (Posters)
10%	Final Critique

GRADING SCALE

A	100–92
A -	91.9–90
B+	89.9–88
B	87.9–82
B-	81.9–80
C+	79.9–78
C	77.9–72
C-	71.9–70
D+	69.9–68
D	67.9–60
F	59.9 and below

INCOMPLETE GRADES & ATTENDANCE

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the course final, and approved by an Associate Dean of the College of Computing & digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

This is an applied, hands-on studio art class, with class lectures, demonstrations, and peer critiques, which are vital and cannot be duplicated. Attendance is crucial. Class will begin promptly at 11:50am. A tardy means arriving more than 5 minutes late to class (11:55), leaving before class is dismissed, or leaving class to retrieve forgotten supplies or assignments.

An unexcused absence includes any absence without documentation. Excused absences include any absence that is cleared with me at least one week in advance via email, as well as any documented illness, hospitalization, or family emergency. Your final grade will be lowered as follows when unexcused absences and tardies occur: two absences (excused or unexcused) are permitted without grade penalty. Every unexcused absence thereafter results in

cumulative five point grade deduction from your final grade (on the third unexcused absence, your final grade is lowered by five full points; on the fourth unexcused absence, your final grade is lowered by ten full points, the equivalent of one full letter grade). On the sixth unexcused absence I reserve the right to fail you from the class. Two tardies (tardies start at five minutes late) equal one absence. Showing up more than twenty minutes late to class constitutes one full absence. An unexcused absence on project due dates/final critiques will constitute as both an absence and a late assignment, which is subject to a loss of five points from the project's final grade for every late class session, in addition to the aforementioned absenteeism penalty.

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Class Schedule

	assignments	readings	in class
Week 1: January 8, 10	FORM Assignment 1: Entry Exam		adjusting spacing
Week 2: January 15, 17	Assignment 2: Type Anatomy Information Sheets	1 Type in Context p.8 2 Essential Elements p.30 handout: John Kane, Basics PDF (d2L)	using rule lines
Week 3: January 22, 24	COMPOSITION Assignment 3: Hierarchy	3. On Typefaces 52 handout: Transformation, Anatomy	
Week 4: January 29, 31	Assignment 3 Hierarchy	4. Typesetting Factors 184 handout: Text, Grid, Hierarchy + Layout, contrast 5. Structure 118	
Week 5: February 5, 7	TYPE AND IMAGE Assignment 4: Gun Violence	handout: Readability, Formal Issues, Color	
Week 6: February 12, 14	Assignment 4 Gun Violence		
Week 7: February 19, 21	EXPERIMENTATION Final Project: Custom Typeface	handout: Alternate Media, Three Dimensions	
Week 8: February 28, 29	Final Project: Custom Typeface	handout: Handmade Type Workshop	
Week 9: March 5, 7	SYNTHESIS Final Project 2 Posters with Typeface		
Week 10: March 12, 14	Final Project 2 Posters with Typeface		
Week 11: Tuesday March 19 / 8:45am	FINAL CRITIQUE		