DePaul University
College of Computing & Interactive Media / School of Design
Winter 2015

Advanced Typography GD330

Thursdays 10:05AM-1:150PM
14 E Jackson Room 213

Professor Dolores Wilber
Office: CDM 510
dwilber@cdm.depaul.edu

Office hours
Tu 8:30AM-10:00AM + 1:15PM-2:45PM CDM 510
Please register online to confirm appt

Course Description + Objectives
This course is an advanced investigation into typography and text for verbal and visual expression. Analysis of meaning and structure, design composition, and communication to specific audiences is studied. Projects are both pragmatic (for example, textbook design), and expressionistic (found and constructed typographic compositions that are poetic and conceptual). Emphasis is placed on the study and creation of meaning in relation to audience, culture, and history.

Some content is provided in certain projects and in others is largely based on the student's own research and writing.

Requirements include: GD230 (Beginning Typography) or consent of the instructor.

Learning Goals
• Practice the selection and arrangement of type for effective legibility and readability
• Create functional organization of complex information through effective hierarchy and typographic expression
• Explore the expressive range of typography as a primary visual, illustrative element

Learning Outcomes
• Students demonstrate an ability to produce refined, sophisticated information and graphic design that illuminates the subject and supports the reader/user experience.
• Students experiment with solutions, critically analyze the results of their own solutions and those of their peers, and make modifications
• Students create expressive typography resulting in illustration and contemporary typeface design.

Course management system
D2L   https://d2l.depaul.edu/d2l/home

Class work
Much of your work will be conducted outside the class, especially idea development, content development, planning and sketching. You are responsible for the time management necessary to ensure that you have computer time outside of class.

Critiques
We will have project critiques and presentations that ensure that we learn from one another and share information. Attendance and participation in critiques is mandatory.

Projects
Each project is described on the following page. Examples of all projects will be shown in class. All critiques are posted on the class blog. You can only post JPGs. PDFs can be uploaded through Google Docs. Pre-final critiques require print-out as well; they do not need to be mounted. Final Critiques require full color output and mounting (flush to edge). A Design statement (250 words) describing the intent and meaning of your project, is required to be posted you're your final project on the class blog. Statement your design goals, audience, measure of success and any other relevant information. Each critiques requires a design post; you must comment on three other student's work for each posting by
the Friday following the critique.

Blog
All work must be posted to D2L and to http://advancedtypography2015.blogspot.com/

You will receive an invite. It's easiest to interact with the blog with a GMAIL account. You must accept the blog invite to post to the blog. Please email if you have not received an invite. It is easier to participate on this blog if you have a Gmail address. Each post must have your last name in the title and the project name. Further information on all aspects of each project are will be clarified in class discussion and individual meetings with the teacher. When in doubt, make an appointment with me or email me.

You must post all projects, critiques and comments to the class blog and to D2L.

Project Descriptions

Five rules of typography
http://99designs.com/designer-blog/2011/08/25/5-important-typography-rules/

Illustrate each of the rules explained in the above site. You must illustrate what each means through:
1 – historical example from a designer drawn from the research archives at The Newberry Library (which we will visit next week)
2 – a design example that you yourself have written or chosen and designed, paying particular attention to the typography and rules outlined above.
3 – your project must take into account how books and text read online are used. How is note-taking addressed in your design? There are no images in this project.

Project: Textbook Remix
Re-design format and all levels of typographic treatments and images, of a middle school history textbook chapter opener. You will be creating spreads and translation moving from print to IPAD to phone. Examples will be provided. This is a heavy lifting, excellent project to build both your design and typographic skills, and to understand the number of typographic levels necessary in a complex design project. It is also an excellent portfolio piece. Full-color output mounted on black presentation board as well as PDFs are required for final critique. We will work via SKYPE with a textbook architect (the newest description of a designer working in textbook design crossing print, tower, laptop, tablet and phone).

Project: Three-dimensional typography
Select a phrase, poem, tagline, or slogan to typographically illustrate (actually spell-out) in three-dimensional form. Photograph the construction for the final presentation. The work may exist as a series.

Examples will be shown in class.

Full-color output mounted on black presentation board, flush to page and PDF.

Inspiration:
https://www.facebook.com/video.php?v=10152247740772142

Attendance
Class attendance and participation is mandatory. Please note that because our class meets once weekly that is equal to two class periods in classes that meet twice a week. One and a half absences will result in one full grade drop; additional absences will result in additional grade drops. Having to work at an outside job is not an acceptable reason to miss class. If you are more than 15 minutes late for class, you will be marked absent. If you miss a critique without an "emergency" excuse, your project grade is automatically dropped by one full grade (e.g., a "B" would become a "C"). You will receive an automatic F, if you miss three classes. If you miss a critique without an "emergency" excuse, your project grade is automatically dropped by one full grade.

Textbook
There is no required textbook, but there will be occasional readings.
Books that you should have from lower level classes for reading reference:
Lupton + Miller, Design Writing Research, Phaidon Press, New York, 1999. SBN 0714838519
Elam, Kimberly, Geometry of Design, Studies in Proportion and Composition. Adobe Press, 1999, ISBN 0-672-48543-5
Hurlburt, Allen, Grid, A modular system for the design, John Wiley & Sons, Inc., 1978, ISBN 0-471-282923-X
Meggs, Phillips, Type and Image, the Language of Graphic Design, John Wiley and Song, 1992, ISBN: 04-712-8492-0
Carter, Rob; Day, Ban; Meggs, Philip. Typographic Design, Form and Communication. New York, NY: Van Nostrand Reinhold Company. 5th edition, 2011
Spiekermann & Ginger, Stop Stealing Sheep (& find out how type works), Adobe Press, 1993, ISBN 0-672-4854-3
Craig + Bevington, Designing with Type, A Basic Course in Typography, Watson Guptill, 4th Edition, 1999, ISBN 0-8230-1347-2

http://typeconnection.com/

-Family planning, or how type families work by Peter Biľak
https://www.typotheque.com/articles/type_families

-Civilité
https://coopertypography.wordpress.com/2009/03/02/civilite/#more-263

Grading Formula

Class participation in discussion and critique process	10%
Project: Five rules of typography	20%
Project: Textbook Design	30%
Project: 3D Typography	30%

Grading Scale

A	95-100		C	80-82
A-	93-94		D+	76-77
B+	91-92		D	72-75
B	87-90		D-	70-71
C+	83-84		F	Below 70

Add/Drop dates

AUTUMN QUARTER 2015		
Monday	August 31	Begin Immersion Week of Discover Chicago Program
Friday	September 4	TUITION DUE: AUTUMN QUARTER
Monday	September 7	Labor Day - University officially closed
Wednesday	September 9	BEGIN AUTUMN QUARTER 2015 ALL CLASSES
Tuesday	September 15	Last day to add (or swap) classes to AQ2015 schedule
Tuesday	September 22	Last day to drop classes with no penalty (100% tuition refund if applicable and no grade on transcript)
		Last day to select pass/fail option
Wednesday	September 23	Grades of "W" assigned for AQ2015 classes dropped on or after this day
Tuesday	September 29	Last day to select auditor status
Monday	October 19	Begin December Quarter/Graduate Intercession Registration
		Begin Winter Quarter 2016 Registration
Thursday	October 1	DEADLINE: Application for November 2015 degree conferral
Tuesday	October 27	Last day to withdraw from AQ 2015 classes
Tuesday	November 17	End AQ2015 Day & Evening classes
Wednesday	November 18	Begin AQ2015 Day & Evening Final Exams
		AQ2015 Grading Available for Faculty
Monday	November 23	TUITION DUE: December Quarter/Graduate Intercession 2015
Tuesday	November 24	End AQ2014 Day & Evening Final Exams
		END AUTUMN QUARTER 2015
Thursday	November 26	Thanksgiving Holiday - University officially closed
Friday	November 27	Thanksgiving Holiday - University officially closed
Saturday	November 28	Thanksgiving Holiday - University officially closed
Sunday	November 29	Thanksgiving Holiday - University officially closed
Thursday	December 3	AUTUMN 2015 GRADES DUE
		IN Grades issued Winter 2015 lapse to F
		R Grades issued Autumn 2014 lapse to F

Online Course Evaluations
Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since

100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

Academic Integrity and Plagiarism
This course will be subject to the university's academic integrity policy. More information can be found at http://academicintegrity.depaul.edu/. If you have any questions be sure to consult with your professor.

Academic Policies
All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: cdm.depaul.edu/enrollment.

Students with Disabilities
Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.
Lewis Center 1420, 25 East Jackson Blvd.
Phone number: (312)362-8002   Fax: (312)362-6544   TTY: (773)325.7296

Harassment
The policy as specified in the DePaul Student Handbook will be adhered to in this class.

Changes to Syllabus
This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

Withdrawal
Students who withdraw from the course do so by using the Campus Connection system (http://campusconnect.depaul.edu. Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.

Retroactive Withdrawal
This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.

College office appeals for CDM students must be submitted online via MyCDM.
The deadlines for submitting appeals are as follows:
Autumn Quarter:	Last day of the last final exam of the subsequent winter quarter
Winter Quarter:	Last day of the last final exam of the subsequent spring quarter
Spring Quarter:	Last day of the last final exam of the subsequent autumn quarter
Summer Terms:	Last day of the last final exam of the subsequent autumn quarter

Excused Absence
In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at http://studentaffairs.depaul.edu/dos/forms.html. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.

Incomplete
An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.
All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptional cases will receive such approval.
If approved, students are required to complete all remaining course requirement independently in consultation with the instructor by the deadline indicated on the incomplete request form.
By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.

Supplies
• Sketchbook
• Tracing Paper (highly recommended)
• X-acto Knife and blades (#11)

- Utility knife
- Studio Tack, Twin Tack adhesive film or Spray Mount
- Paper for printing (optional)
- Flash drive or external hard drive. Make sure that you make backup disks in case your disk gets damaged.

Local Digital Imaging Supplies
- Microcenter, 2645 Elston Avenue, Chicago, IL 60647 (773) 292-1700 www.microcenter.com

Local Art Supplies
- Blick Art Materials 42 S. State Chicago IL 312.920.0300 www.dickblick.com
- Utrecht Art Supplies, 33 S. Wabash Ave, Chicago IL 312.922-8597

DePaul Design Mailing List
All students are strongly encouraged to sign-up for the DePaul Graphic Design mailing list
Design@mailman.depaul.edu
http://mailman.depaul.edu/mailman/listinfo/design
Join the DePaul AIGA on Facebook:
https://www.facebook.com/groups/AIGAdepaul/

Past blog to check student projects:
http://advancedtypecdm.blogspot.com/
http://advancedtype.blogspot.com/

Syllabus
Readings will periodically be assigned.

WEEK ONE
Thursday September 10
Introduction to class
Examples of projects
Five Rules of Typography
In-class exercises, group project
Typeconnection.com

WEEK TWO
Thursday September 17
Visit to Deadly Prey Gallery
1433 W. Chicago Ave. 312.659.1991
www.deadlypreygallery.com
Meet at the gallery at 10:45am

WEEK THREE
Thursday September 24
Project ABCs FINAL CRITIQUE present in PDF

SKYPE meeting with Design Architect Peter Reid
for Textbook Remix

WEEK FOUR
Thursday October 1
Textbook Remix; present PDF

WEEK FIVE
Thursday October 8
Textbook Remix; present PDF

WEEK SIX
Thursday October15
Textbook Remix; present PDF

WEEK SEVEN
Thursday October 22
Textbook Remix FINAL CRITIQUE; Outside critics invited

WEEK 8
Thursday October 29
3D Typography

WEEK 9
Thursday November 5
3D Typography; present in Powerpoint or PDF

WEEK 10
Thursday November 12
3D Typography; Outside critics invited

Final Exam
Thursday, Nov. 19th from 8:30 – 10:45AM.