SYLLABUS: GD 330

ADVANCED TYPOGRAPHY

Advanced Typography: GD-330

CLASS INFO:
Section 601
Class# 37442
4.00 credits
Heather Quinn

MW 1:30PM - 3:00PM
14EAS 00506, Loop

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14EAS 00507, Loop
Heather Quinn
Your Final Exam is on Wednesday, June 08, 2016, from 11:30 AM to 1:45 PM

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Office: CDM 473
Office Hours: Monday and Wednesdays 12:30-1:15pm

April 10: Last day to drop classes with no penalty
Syllabus last edited March 28, 2016

Advanced Typography: GD-330

COURSE DESCRIPTION AND 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.

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RECOMMENDED MATERIALS AND BOOKS

BASIC MATERIALS
Sketch Book (for note taking and sketching)
Tracing Paper
Pencils, Pens (Brands: Sharpie, Staedtler, Copic, and Micron)
Pica Ruler (Staedler)
X-acto knife and blades
glue stick
removable double stick tape
Digital Camera/iPhone camera (a basic one is fine)

SOFTWARE/TECH
Microsoft Office
Adobe CS
Others may be introduced later on in the quarter
External hard drive. You may also use an online service such as iCloud, DropBox, s3, etc. You are responsible for backing up your own work. Failure to turn in a project will result in a zero grade for that project.

READING MATERIALS AND GENERAL TO-DO'S
A text may be introduced after the first class.

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/

Always bring supplies to every class
We will need a few additional supplies throughout the quarter

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.

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: http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx

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

ATTENDANCE

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

CLASS DISCUSSION

Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers and projects. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments and projects. Students must keep up with the reading to participate in class discussion.

ATTITUDE

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

CIVIL DISCOURSE

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

CELL PHONES/ON-CALL

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undisruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

WHAT TO EXPECT IN THIS CLASS WEEK TO WEEK
Schedule is Subject to Change. We may have Guest Critics and Speakers throughout the Quarter, including via Skype.

WEEK 1
Introduction
Dissection and Analysis
(The Guardian website, mobile and newspaper)

WEEK 2
Grids

WEEK 3
Grids

WEEK 4
Grids

WEEK 5
Typographic systems

WEEK 6
Typographic systems

WEEK 7
Project

WEEK 8
Project

WEEK 9
Project

WEEK 10
Project

WEEK 11
Final

GRADES

Grades are a reflection of the effort put forth as stated below. I do not look for perfection or the best final projects. I look for students who take risks, keep exploring, try new things and go back and improve projects after we review them. I want my students to develop a love and a passion for user experience and web design The course is meant to inspire you to look at the web in new ways. I expect you to work hard.

GENERAL GRADING POLICIES

Participation, In-Class Attitude/Attendance
Everyone should participate in each class. Not everyone is the best presenter, however its important to become comfortable speaking in a group and communicating.

Homework Assignments
Have your homework completed at the start of class. Process, research and discovery are as important as the final result(s). While not required, it is recommended that you keep a sketchbook/process book during the quarter.

Projects (Design and Craftsmanship)
Have your assignments complete and take risks. I'd rather see you try something new and fail than have a perfect project. Work on your craft. You need to develop a steady hand and an eye for detail.

Quiz's/Exam
Covers what we learn in class lectures and through projects.