

Shiro Akiyoshi  
312.362.5934  
sakiyosh@cdm.depaul.edu

Office: 14 East Jackson 200D  
Hours: MW 11:00-12:30

Course homepage:  
<https://d2l.depaul.edu/d2l/home>

### **Course Description**

This course is the study of the formal structure of letterforms and text, including the exploration of typography to create and extend meaning, emphasizing the relationship between form and content. Both technical and formal aspects of letterforms are explored, and projects will introduce both micro- and macro-typographic principles. The student will also be introduced to the history of type and typography throughout the modern era. PREREQUISITE(S): GD 105 or ART 105 or ANI 105 or GPH 211

### **Objective**

The purpose of this course is to engender in the student an understanding of the importance of letterforms in visual communication throughout history. By the end of the term you should be able to articulate the fundamentals of typeface anatomy and history, and use basic typographic vocabulary.

During the quarter we will discover how basic design principles apply to typographic form, and will be creating typographic design for the purpose of communicative acts, and creative expression.

### **Learning Outcomes**

#### **Upon completion of this course students will be able to**

- Understand the importance of letterforms of communication in reading, print and on screen.
- Articulate the fundamentals of typeface anatomy, vocabulary and history.
- Apply basic design principles to communication with letterforms.
- Create typographic design in service of a communication goal and as a form of creative expression.

### **Attendance**

- Class attendance and participation is mandatory. Participation during class critique is expected and helps your classmates learn.
- **Two** absence will result in one full grade drop. 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 half absence. 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 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.
- If you must be absent, please call or email me in advance. (you are responsible for finding out what is due).

### **Projects**

You will be working on four main projects, additional in class exercise projects, and one research project.

### **Grading**

Your grade is based upon completion of assignments when due, quality of work, class participation and attendance.

### **Grading Formula**

Participation	10%
Kerning	5%
Tracking	5%
Vocabulary	5%
27th letter	10%
Typographic Grid	10%
Words as image	20%
Final Project	35%

### **Final Grade**

Grading will be determined on a scale of 0 to 100.

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

### **Book (required)**

- **Typographic Design: Form and Communication.** Rob Carter, Ben Day, & Philip Meggs. Hoboken: John Wiley and Sons, 2015. (This book has been in multiple editions—any of the most recent three should be sufficient, but be sure that you know what chapters to read each week.)

### **Other excellent design and typography books (recommended)**

- **Typology: Type Design from the Victorian Era to the Digital Age,** Steven Heller
- **Typography Sketchbooks** by Steven Heller, Talarico Lita
- **Stop Stealing Sheep and Find Out How Type Works** by Eric Spiekermann, Adobe Press. 2013
- **Basic Typography: Design with Letters** by Ruedi Ruüegg, Van Nostrand Reinhold Company. 1989
- **The New Typography** by Jan Tschiloid, University of California Press. 2006
- **Grid Systems in Graphic Design** by Josef Müller-Brockmann
- **A History of Graphic Design** by Philip Meggs, Third Edition, John Wiley & Sons, Inc. 1998
- **Type & Image, The Language of Graphic Design** by Philip Meggs, Van Nostrand Reinhold. 1992

### **Periodicals/online (recommended)**

Typotheque, [typotheque.com/](http://typotheque.com/)  
Eye, [eyemagazine.com](http://eyemagazine.com)  
Print, [printmag.com](http://printmag.com)  
Communication Arts, [commarts.com](http://commarts.com)  
Emigre, [emigre.com](http://emigre.com)  
Graphis, [graphis.com](http://graphis.com)  
Baseline, [baselinemagazine.com](http://baselinemagazine.com)

### **Course Policies:**

#### **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**

Instructor and course evaluations provide valuable feedback that can improve teaching and learning. The greater the level of participation, the more useful the results. As students, you are in the unique position to view the instructor over time. Your comments about what works and what doesn't can help faculty build on the elements of the course that are strong and improve those that are weak. Isolated comments from students and instructors' peers may also be helpful, but evaluation results based on high response rates may be statistically reliable (believable). As you experience this course and material, think about how your learning is impacted. Your honest opinions about your experience in and commitment to the course and your learning may help improve some components of the course for the next group of students. Positive comments also show the department chairs and college deans the commitment of instructors to the university and teaching evaluation results are one component used in annual performance reviews (including salary raises and promotion/tenure). The evaluation of the instructor and course provides you an opportunity to make your voice heard on an important issue – the quality of teaching at DePaul. Don't miss this opportunity to provide feedback!

### **Academic Integrity and Plagiarism**

This course will be subject to the academic integrity policy passed by faculty.  
More information can be found at <http://academicintegrity.depaul.edu/>.

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

### **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 exceptions 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.
- An incomplete grade does NOT grant the student permission to attend the same course in a future quarter.

#### **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:

Student Center, LPC, Suite #370

Phone number: (773)325.1677

Fax: (773)325.3720

TTY: (773)325.7296

**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. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments. 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.

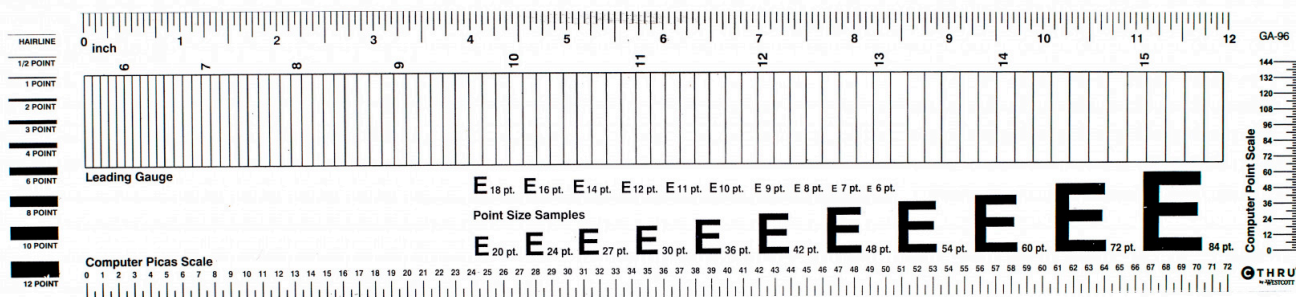
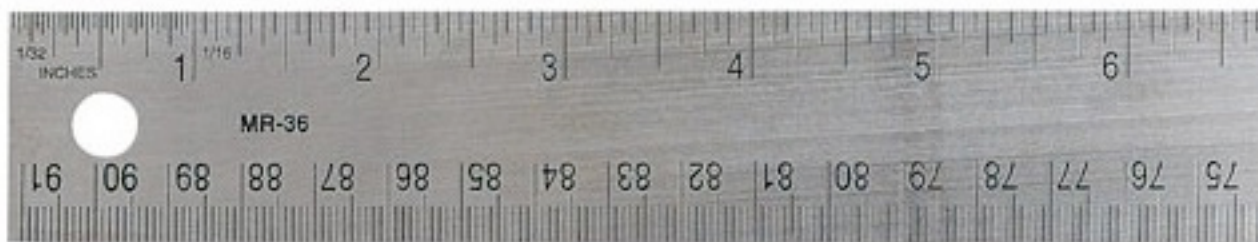
**Cell Phones/On Call:** If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you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

### Supplies

- Flash Drive/External Hard Drive. You may also use an online service such as iCloud, DropBox, S3, etc.
- C-Thru Flexible Typesetter's Ruler (<http://www.dickblick.com/products/c-thru-flexible-typesetters-ruler/>)
- Tracing Paper. 9x12 is sufficient. If you don't have a preferred paper already, I suggest Bienfang Graphics 360
- Black ink pen, black marker, pencil. Again, if you don't already have a preferred writing implement, several companies make good writing tools (ex. Staedtler, Copic, Micron, Faber Castel, Sakura).
- Metal straightedge & ruler. This should be at least 18 inches long (not 12). Get something with a cork back—it not only prevents slippage, but also keeps your ink from smearing.
- X-acto knife. Get #11 blades as well. While a box of 100 may seem excessive, I can assure you that you'll use them by the end of the year.
- Triangle. You probably want one with an inking edge. If you're unsure, talk to me. Both 30/60 and 45/45 triangles exist. I'd buy one of each, but if you only buy one, I'd suggest the 30/60.
- Fonts. DePaul provides a large collection of digital fonts for student use. In a cdm Mac lab, these can be found in the Machintosh HD/Users/Shared/FontFolio. Most of the fonts that will be of use to you are in the Western Fonts folder. These are not installed by default—double click them and use FontBook to install them.

#### Local Art Supplies

- Blick Art Materials  
1574 N. Kingsbury Street  
Chicago, IL  
312.573.0110  
[www.dickblick.com](http://www.dickblick.com)
- Blick Art Materials  
42 S. State  
Chicago IL  
312.920.0300  
[www.dickblick.com](http://www.dickblick.com)



	In Class		Outside Class
week one	1/4 (wed)	Class Objectives Letter anatomy <b>Tracing</b>	<b>Read:</b> Typographic Design: Form & Communication chapter 1 Evolution, chapter 2 Anatomy Homework: Tracing
week two	1/8 (sun)	Last day to add classes to WQ	Homework: finish Kerning, 27th letter part 1
	1/11 (wed)	<b>In class Kerning</b> <b>27th letter Part 1, intro</b> Tracing Due	<b>Read:</b> Typographic Design: Form & Communication Chapter 5 Syntax and Communication
week three	1/15 (sun)	Last day to drop classes with no penalty	Homework: 27th letter Part 2
	1/16 (mon)	Martin Luther King Day University Closed Grades of W assigned for classes dropped on or after this day	<b>Read:</b> Typographic Design: Form & Communication Chapter 3 Legibility
	1/18 (wed)	27th letter Part 1, review <b>27th letter Part 2, intro</b> Kerning Due <b>Vocabulary, intro</b>	
week four	1/25 (wed)	27th Letter Part 2 Review <b>Words as image Intro</b>	Homework: finish 27th letter Part 1 + 2, Words as image <b>Read:</b> Typographic Design: Form & Communication Chapter 6 Typographic Message
week five	2/1 (wed)	<b>27th Letter Due</b> Words as image review <b>Typographic Grid 1</b>	Homework: Words as image, <b>Read:</b> Typographic Design: Form & Communication Chapter 4 Typographic Grid
week six	2/8 (wed)	<b>Words as image review</b> <b>Typographic Grid 2</b>	Homework: Typographic Grid 1, finish Words as image
week seven	2/15 (wed)	<b>Words as image due</b> <b>Typographic Grid 3</b>	Homework: Typographic Grid 3
week eight	2/19 (mon)	Last day to withdraw from WQ classes	Homework: Final Project
	2/22 (wed)	<b>Typographic Grid Due</b> <b>Final Project, Intro</b>	
week nine	3/1 (wed)	Final Project review Vocabulary Due	Homework: Final Project
week ten	3/8 (wed)	Final Project Review	Homework: Final Project
final week	3/15 (wed)	<b>Final Crit (11:30-1:45)</b>	