

## Advanced Typography GD330

Tuesdays 10:00AM-1:15PM  
(this is the formal time, we will be flexible)  
Zoom meetings 10-11:15 AM  
individual & group meetings will follow as needed  
Professor Dolores Wilber  
[dwilber@cdm.depaul.edu](mailto:dwilber@cdm.depaul.edu)

Phone, Zoom, SKYPE, Google Hangouts

### Introduction

*This is a very challenging and stressful time in all of our lives. I know this may be the first time you have taken an online class. It is the first time I have taught an online class, as well. I want you to know that I encourage you to email me, or post on the D2L Discussion Board any concerns you have about anything at all. I will do my best to help you figure out whatever challenges you are facing. I can email or talk via Zoom or on the phone or whatever works for you. I will have office hours as noted above. The meetings will run from 10 AM till approximately 11:15AM on Thursday mornings. I am still working on a system of having student break-out groups. Currently the university does not have accounts for students on Zoom but that may happen as the quarter begins and if not, we may work in small groups via Google Hangouts or SKYPE. Please make suggestions on what would work best for you.*

...

### 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 are studied. Projects are both pragmatic (for example, textbook design), and expressionistic (found, constructed, 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.

*You must post all projects, critiques and comments to D2L Discussions and final critique submissions to D2L Submissions.*

### Grading Formula

Class participation in discussion and critique process      25%

<i>Project: ABCs</i>	25%
<i>Project: Textbook Design</i>	25%
<i>Project: Sequential Found + Constructed Typography</i>	25%

### **Project Process**

Examples of all projects will be shown in class.

You can post jpgs or links to PDFs or .mov files through Google Drive. These are the only acceptable formats.

A Design statement (250 words) describing the intent and meaning of your project is required to be posted with your final project on the class blog. Statement should include your design goals, audience, what you are trying to accomplish and any other relevant information. Each critique requires a comment on three other student's work posts each week.

When in doubt, make an appointment with me or email me with questions.

You must post all critiques and comments to the D2L Discussion Board and final projects to D2L Submissions.

### **Project Descriptions**

#### *Project: ABCs*

Construct a glossary, using every letter of the alphabet, of typographic or design-related words with their definitions.

You may not use any images, unless they are illustrations or photographs of letterforms. Let me repeat this: you must only use typographic form; no images that are not typographic are to be used in this project. The format is entirely your choice. It may be a flipbook, a poster, a brochure, a website, an animation, a film. Color or B&W. Examples will be provided on D2L. Deliverables: PDF version of your project that we will project in class for the final critique.

#### *Project: Textbook Remix*

Re-design format and all levels of typographic treatments, images, of the textbook provided. You will be creating 4 spreads. Examples will be provided. This is a heavy lifting, excellent project to build both your design and typographic skills, understand the number of typographic levels necessary in a complex design project. It is also an excellent portfolio piece. You may determine the size. Examples will be provided on D2L. Deliverables: PDF version of your project that we will project in class for the final critique.

#### *Project: Three-dimensional typography (this project may not be possible; to be discussed in class)*

Select a phrase, poem, tagline, slogan or haiku 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.

### **Attendance**

Class attendance and participation is mandatory. Since this is a challenging time, if you need to miss a class, please email me and we will set up an appointment for catch-up.

### **Textbook**

There is no required textbook; 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

A few resources

<http://typeconnection.com/>

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

*Family planning, or how type families work* by Peter Bilak  
[https://www.typosheque.com/articles/type\\_families](https://www.typosheque.com/articles/type_families)

**Grading Scale**

A	95-100
A-	93-94
B+	91-92
B	87-90
C+	83-84

C	80-82
D+	76-77
D	72-75
D-	70-71
F	Below 70

## Add/Drop and Important Dates

### Spring Term

<input type="checkbox"/>	Date	Event
<input type="checkbox"/>	Thursday February 6, 2020	Begin SQ2020 and Summer 2020 Registration
<input type="checkbox"/>	Friday March 20, 2020	TUITION DUE: SPRING QUARTER 2020
<input type="checkbox"/>	Friday March 27, 2020	"IN" grades issued Spring/Summer 2019 lapse to "F"
<input type="checkbox"/>	Saturday March 28, 2020	Begin SQ2020 Classes
<input type="checkbox"/>	Friday April 3, 2020	11:59 PM Deadline to add classes to SQ2020 schedule
<input type="checkbox"/>	Friday April 10, 2020	Good Friday - University officially closed
<input type="checkbox"/>	Saturday April 11, 2020	Easter Holiday - University officially closed
<input type="checkbox"/>	Sunday April 12, 2020	Easter Holiday - University officially closed
<input type="checkbox"/>	Monday April 13, 2020	Last day to drop SQ2020 classes with no penalty (100% refund of tuition if applicable and no grade on transcript)
<input type="checkbox"/>	Tuesday April 14, 2020	Grades of "W" assigned for SQ2020 classes dropped on or after this day
<input type="checkbox"/>	Tuesday April 14, 2020	Last day to select pass/fail option for SQ2020 classes
<input type="checkbox"/>	Friday April 17, 2020	Last day to select auditor status for SQ2020 classes
<input type="checkbox"/>	Saturday April 25, 2020	Begin SQ2020 optional mid-term exam week
<input type="checkbox"/>	Friday May 1, 2020	End SQ2020 optional mid-term exam week
<input type="checkbox"/>	Friday May 15, 2020	Last day to withdraw from SQ2020 classes
<input type="checkbox"/>	Monday May 25, 2020	Memorial Day - University officially closed
<input type="checkbox"/>	Friday June 5, 2020	End SQ2020 Day & Evening Classes
<input type="checkbox"/>	Saturday June 6, 2020	Begin SQ2020 Day & Evening Final Exams
<input type="checkbox"/>	Friday June 12, 2020	Baccalaureate Mass
<input type="checkbox"/>	Friday June 12, 2020	END SPRING QUARTER 2020
<input type="checkbox"/>	Friday June 12, 2020	End SQ2020 Day & Evening Final Exams
<input type="checkbox"/>	Friday June 12, 2020	Graduate Weekend Kick Off
<input type="checkbox"/>	Saturday June 13, 2020	Commencement
<input type="checkbox"/>	Sunday June 14, 2020	Commencement
<input type="checkbox"/>	Friday June 19, 2020	"IN" grades issued Autumn 2019 lapse to "F"
<input type="checkbox"/>	Friday June 19, 2020	"R" grades issued Spring 2019 lapse to "F"
<input type="checkbox"/>	Friday June 19, 2020	GRADES DUE: SPRING 2020

**Preferred Name & Gender Pronouns**

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. Please also note that students may choose to identify within the University community with a preferred first name that differs from their legal name and may also update their gender. The preferred first name will appear in University related systems and documents except where the use of the legal name is necessitated or required by University business or legal need. For more information and instructions on how to do so, please see the Student Preferred Name and Gender policy: <http://policies.depaul.edu/policy/policy.aspx?pid=332>

**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](http://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](mailto: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
- Marker and pencils

### **DePaul Design Mailing List**

All students are strongly encouraged to sign-up for the DePaul Graphic Design mailing list

[Design@mailman.depaul.edu](mailto:Design@mailman.depaul.edu)

<http://mailman.depaul.edu/mailman/listinfo/design>

Join the DePaul AIGA on Facebook:

<https://www.facebook.com/groups/AIGAdepaul/>

### **Past blogs to check student projects:**

<https://typographyadvanced.blogspot.com/>

<http://fall2017advancedtypography.blogspot.com/>

<https://advancedtypographydepaul.blogspot.com/>

<http://advancedtypography2016.blogspot.com/>

<http://advancedtypography2015.blogspot.com/>

<http://advancedtypecdm.blogspot.com/>

<http://advancedtype.blogspot.com/>

# Syllabus

Readings will be assigned periodically.

## WEEK ONE

Tuesday, March 31

Introductions

Questions and Answers

Examples of projects

[ABCs of Typography](#)

Typeconnection.com

## WEEK TWO

Tuesday, April 7

[ABCs of Typography](#)

## WEEK THREE

Tuesday, April 14

[ABCs of Typography](#)

## WEEK FOUR

Tuesday, April 21

[ABCs of Typography Final Critique](#)

[Textbook Remix](#)

## WEEK FIVE

Tuesday, April 28

[Textbook Remix](#)

## WEEK SIX

Tuesday, May 5

[Textbook Remix](#)

## WEEK SEVEN

Tuesday, May 12

[Textbook Remix](#)

## WEEK 8

Tuesday, May 19

[Textbook Remix Final Critique](#)

## WEEK 9

Tuesday, May 26

[3D Typography](#)

## WEEK 10

Tuesday, June 2

[3D Typography](#)

FINAL CRITIQUE Final Projects Due to D2L

Tuesday, June 9, 9AM