

DePaul University
College of Computing and Digital Media
School of Cinema and Interactive Media/Graphic Design

GD230-501 Typography – Winter 2014

TuTh 1:30-3:00PM
CDM 526

Professor Dolores Wilber dwilber@cdm.depaul.edu

Office hours
Tu 11:30AM-1:30 CDM 459
Register online or email to confirm appt.

Course description

This class introduces the function and tradition of typography in visual and verbal communication. Technical and formal aspects are explored aiming to communicate effectively and evocatively. Finished projects are pragmatic and expressionist, emphasizing the relationship between form and content. Project content provided by outside sources as well as based in the student's own research and writing.

Learning Goals

- Understand and the importance of letterform in communication in the written word in reading, in 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.

Prerequisites

GD105 – MANDATORY, even if you were able to sign-up for this course online!

This course assumes a basic understanding of visual design principles and a foundation in Adobe Illustrator and Photoshop, which will be our standard mode of operation for the course. You may use InDesign as well if you wish. However, this is NOT a software course. If you find you are at a significant disadvantage with weaker knowledge of a given program, it is strongly suggested that you subscribe to Lynda.com for \$25 a month (which can be renewed month-to-month depending on your needs and interests) to make significant progress with various computer applications.

Attendance & Punctuality

Attendance is mandatory; three unexcused absences result in a lower grade (from B to C, for instance); an excused absence is allowed in the case of a medical or personal emergency (illness with doctor's letter; death in the family). An absence is defined as not showing up for class or showing up 5 minutes or more late for class. Repeated absences result in further grade reductions.

Plagiarism

Plagiarism on assignments or cheating on tests are serious offenses and result in failure of the course. There are no exceptions to this rule. Consult the DePaul Student Handbook.

Supplies

You will need a portable hard drive or flash/key drive, minimum 2-4 GB, available from Microcenter, Best Buy, Walgreens, etc. If you save your work on the computer hard drives, be advised that the drives are emptied regularly and you can never be assured that your work will not be accidentally deleted at any time.

Harassment

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

Syllabus Changes

I will make every effort to adhere to the syllabus, but sometimes, changes may occur. You are responsible for keeping up with changes that occur even when you are not in class—so keep in touch with your fellow students and the teacher. An email after an unexcused absence will not be able to cover all that happened in a class period.

Project Description + Grading Formula

Please note that all assignments are required. YOU MUST COMPLETE EVERY ASSIGNMENT FOR A FINAL GRADE IN THE CLASS

EVERY ASSIGNMENT MUST BE POSTED TO THE BLOG AND D2L WITH THE EXCEPTION OF VOCABULARY – TYPE DEFINITIONS AND TYPE SPECIFICATION.

Student grades are based upon completion of assignments when due, quality of work, active class participation and attendance.

As a rule, incomplete grades are not given in this course. Late assignments are not accepted without prior consent from the instructor. In order for an assignment to go to final, you MUST have submitted one version for group critique and subsequent improvement prior to the final. Failure to do so will result in a failed grade. Design requires a feedback loop of project submission for review, feedback, implementation of changes and resubmission. This is required of every assignment in the course. All levels of critique require a work-in-progress post to the class blog as a jpg. Your blog posts should be entitled with your last name and the project title. Example: SMITH_FOUNDTYPE_CRITIQUE 1.jpg; only jpgs can be submitted to the blog. See Projects for

PROJECT: VOCABULARY - TYPE DEFINITIONS

(10% of final grade)

(1)
Research vocabulary attached to this syllabus at: http://www.typographicdesign4e.com/resources_glossary.html

(2)
Work in pairs or more studying definitions.

(3)
In-class quiz

PROJECT: TYPOGRAPHY ANATOMY

(10% of final grade)

PURPOSE:

To examine typographic form for purposes of identification and appropriate use

(1)
Play the following game and write a 300-word essay on which strategy worked the best for you and what you learned.
<http://designtaxi.com/news/352020/In-Typography-Dating-Game-Match-Make-Typefaces/>
<http://www.typeconnection.com/>

Post the essay on the blog with screen grabs of what you found the most enlightening and fun.

Include which typeface you found the most interesting from your interaction with the game.

(2)
Read: Chapter 2 The Anatomy of Typography in *Typographic Design: Form and Communication*

(3)
Select one serif and one sans serif typeface. Type the entire typeface all characters and symbols, upper and lower case. Present each on an 8.5x11" (landscape) file format with the typeface as large as possible to fit on a page (Upper case on one page, lower case on a second page, symbols and other glyphs on the third page. Label the top of the page for each typeface with your name.

(4)
Of the selected typefaces, make digital or hand-written notations adjacent to the characters regarding the anatomy, form and feeling of the face. Pay particular attention to the A, E, G, O, S and W (Capital and lower case letters), using the technical terms you have learned from the readings and the Vocabulary Assignment. INCLUDE NOTES THAT ARE SIMILAR TO WHAT YOU LEARNED PLAYING TYPECONNECTION.COM

(5)
In a separate essay (300 words) talk about the character and feeling of the typefaces you have chosen comparing them to a car model or bicycle, a kind of clothing attire/designer/look, and/or a kind of music style/group/son. I am aiming here to have you compare your selections to examples in popular culture. Post these to the blog.

PROJECT: PROJECT: TYPE SPECIFICATION
& DESIGNING WITH TEXT TYPE
(10% of final grade)

<http://pinterest.com/tinkmule/roughography/>

You must work in pairs for this assignment.

PURPOSE: *To develop skills in analyzing previously existing structures and the ability to re-create and create grid systems.*

(1)
Trace, measure and specify two pages from the textbook: cover and one inside page.

(2)
Use a sheet of tracing paper 8.5x11 or 11x17 inches. See examples shown in class. All measurements must be in points and picas including all vertical and horizontal measurements. Use the type gauge for completion of this assignment.

(3)
Read: Chapter 4 Legibility in *Typographic Design: Form and Communication*
Chapter 5 The
Typographic Grid in *Typographic Design: Form and Communication*

PROJECT: FOUND TYPE
(20% of final grade)

PURPOSE: *To develop skills identifying and using typographic form in the everyday environment*

Use a digital camera to shoot at least 24 images seen on the street, neighborhood or environment of your choice. Some of the type should be hand drawn. Use Ed Fella for inspiration. Compose a sentence about the neighborhood as the title.

Read: Chapter 1, The
Evolution of Typography,
Chapter 3, Syntax and
Communication
Chapter 6, The
Typographic Message
<http://vimeo.com/8868251>

PROJECT: TYPOGRAPHIC EXPRESSION
(30% of final grade)

PURPOSE: *To communicate effectively and evocatively with typographic form.*

Illustrate the "Seven Deadly Sins" (jealousy, lust, anger, gluttony, sloth, envy, pride)
Present the word and definition in an 8x8" (square) format. In addition to posting projects on the blog, these will be mounted on black board flush with trim.

Read: *Typographic Design, Form and Communication*,
Chapter 7,
Case Studies in
Typographic Design

PROJECT: MUSIC TYPOGRAPHY POSTER (20% of final grade)

PURPOSE: *To develop research skills in design and art; to develop expressionistic forms of illustration using typography as form; to communicate a complex theme evocatively and with resonance*

Subject: A piece of music with or without lyrics

Choose a piece of music that you would like to illustrate in a large format utilizing only typography. Examples will be shown.

Bring a recording of the music to class or have a YOUTUBE link to present in the class. Analyze the different parts of the music answering the following questions in your design solution:

- (1) What are the distinctive parts of the recording; what is the structure?
- (2) Is there a repetitive chorus or beat?
- (3) What is the tempo, rhythm?
- (4) What feelings are evoked by the music?

PLEASE NOTE:
NO IMAGES ARE USED IN ANY PROJECTS FOR THIS CLASS. ONLY TYPOGRAPHY!

Mandatory: Lecture/Exhibition attendance

Write and post a 300-word blog entry on a public lecture, exhibition, film or type designer. This is due by the last day of class.

Class Blog

<http://typographywinter2014.blogspot.com/>

This is the site where all students in the DePaul GD 230 Typography class will post their projects, their project descriptions, comments on readings and share information. Each student must post a reading reflection of at least 300-words per week with an image that is not in the book that is found noteworthy. Each project must be posted before the class that it is due so that all students can comment online. When a project critique is due, each student must post a comment on 3 different student blog posts that is specific, penetrating and helpful. These are not meant to be "Awesome" postings but are meant to give your best feedback on how to improve the project in a

respectful and collaborative manner. This is practice for our in-class discussions and for work environment collaborations. Happy postings! Timely posts are part of your class participation grade!

You will receive an invite to be a blog member. It's best to have a gmail account for participation. If you do not receive an invite, please email the instructor immediately/

Previous blogs for reference:
<http://gd230typographywinter2013.blogspot.com/>

GD230 Assignment Due Dates

All assignments must be completed by the beginning of class on the due date

1/9 (Thursday)

Read Chapter 2: Post 300-word reflection to class blog and D2L

This was due this date, but you have to 1/21 (Tuesday) when class starts to submit

1/16 (Thursday)

Type Specification and Designing with Type project
Bring your textbook, tracing paper, type gauge, pencils, and triangles to work together in class

If there is time, you can work in class on the Type Anatomy project due next Thursday;

1/21 (Tuesday)

Read Chapters 4 & 5: Post 300-word reflection to blog and D2L reflection on each chapter

Found Type

Post at least 12 photographs to the blog for this project

1/23

Type Anatomy (Thursday)

Scan your work, input your comments and post to blog and D2L

Type specification

Must have at least one page completed for small group critiques

1/28 (Tuesday)

Read Chapters 1, 3 & 6: Post 300-word reflection to blog and D2L reflection on each chapter

Type specification

Due in class; submit hand-rendered pages

Found Type

1st Critique: Post to blog and D2L

2/4 (Tuesday)

Found Type

Final Critique: Post to blog and D2L

2/6 (Thursday)

Read Chapter 7: Post 300-word reflection to blog and D2L reflection on each chapter

2/11 (Tuesday)

Seven Deadly Sins

First critique: Post concept and one of the 'sins' to blog and D2L

2/18 (Tuesday)

Seven Deadly Sins

Second critique: Post concept and one of the 'sins' to blog

2/25 (Tuesday)

Seven Deadly Sins

Final Critique

Full-color print-outs mounted and trimmed – examples shown in class

Post to blog and D2L

3/4 (Tuesday)

Music Poster

Present music in class via Youtube or your choice

3/11 (Tuesday)

Music Poster

First Critique: Post to blog and D2L

3/20 (Tuesday)

Final 11:45-2PM

Music Poster

Final Critique: Post to blog and D2L

Important Dates for this Quarter

Friday, January 10

Last day to add classes to WQ2014 schedule

Friday, January 17

Last day to drop classes with no penalty

Last day to select pass/fail option

Saturday, January 18

Grades of "W" assigned for classes dropped on or after this day

Friday, January 24

Last day to select auditor status

Friday, February 21

Last day to withdraw from WQ2014 classes

Required Textbooks

Stocked at the DePaul Center Loop Campus Bookstore:

TYPOGRAPHIC DESIGN: FORM AND COMMUNICATION [PAPERBACK]

Rob Carter, Ben Day, Philip B. Meggs 2011 | ISBN-10: 047064821X | ISBN-13: 978-0470648216 | Edition: 5

<http://www.typographicdesign4e.com/>

Supplies

Sketchbook, 8 x 10 inch or larger

Sketching tools of your choice

Metal cork-backed ruler, 18 inch, minimum, cork prevents slippage

T-square, 18 to 24 inch metal

Triangles

X-acto knife with #11 blades and scissors

Self-healing cutting mat, 18 x 24 inch

Easy-stick drafting tape or removable scotch tape, 1/2 inch or 3/4 inch

Kneaded eraser

Glue stick

Black mounting board, 15 x 20 inch

Can of spray-mount or photo-mount for mounting work (spray outside in ventilated area)

(You can also look into Studio-Tac or Grafix Double Tack Mounting material which is not toxic as is spray-mount)

A portable drive, 4 GB or larger, for storage of projects

Type gauge (plastic translucent only)

This is a ruler that measure in points and picas (in addition to inches) and also features actual "type" that you can overlay on a body of text. Examples will be shown in class.

Art Material Suppliers

Genesis (student discount of 20% off)

2417 N. Western; (Fullerton Bus west to Western Ave.)

773 292-2992

The Art Store

1574 N. Kingsbury (you can see it from North Avenue)

312-573-0110

Utrecht Art Supply

33 N. Wabash Ave.

(312) 922-7565

<http://www.utrechtart.com>

Paper Source

northeast corner of Franklin & Chicago Ave.

(Chicago stop on the CTA Brown line)

located across the street from Pearl (see above) -

excellent array of art papers

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>