

Section 402
T: 10:00am—1:15pm
CDM 530

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Office hours:
TH: 9:00am—12:00pm

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.

Prerequisites

GD105, ANI105, OR GPH211

Objectives

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.

Upon completion of this course students will be able to:

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

Class Period

This class will consist of weekly lectures and class discussions, reinforced by weekly design projects that culminate in a larger-scale final project, due during exam week. Other than lecture/discussion time, classes will be consist of regular group critiques, as well as lab time.

Required Text books

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.)

Supplies

Paper and pens can be purchased nearby at Blick and/or Utrecht. While we will be using software throughout this class, please bring pen and paper each day.

Flash drive/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.

Tracing paper. 9 × 12 inches 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: Staedtler, Copic, and Micron come to mind.

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.

Adobe Indesign. Most CDM labs already have InDesign. If you're using your own laptop, any version of InDesign cs6 or later will do.

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.

Grading

Grades for this course will be based on:

1. In-class preparation, participation, and attendance.**2. Projects****3. Quizzes****4. Final project**

A 100—93

A- 92—90

B+ 89—88

B 87—83

B- 82—80

C+ 79—78

C 77—73

C- 72—70

D+ 69—68

D 67—63

D- 62—60

F 59—0

Attendance**Attendance is mandatory.**

Attendance will be called at the beginning of each class session. You are allowed a maximum of two absences throughout the quarter. If your absences exceed the maximum of the two allotted, penalties will be applied to your final grade for the quarter. A third absence will result in a 10% reduction. A fourth absence will result in a full letter-grade reduction of your final grade for the quarter.

Tardiness is defined as not being present in the classroom when attendance is called. Tardiness that exceeds 20 minutes will be counted as an absence. Three late arrivals, early departures or a combination of both are counted as a single absence. Students are responsible for reporting to the teacher at the end of class if they missed roll call but were present for most of the class.

If you are absent you are fully responsible for doing the best you can to catch up. Questions or concerns may be emailed to the instructor, or may be addressed in person during office hours. Lectures will not be repeated.

Late assignments

Assignments and projects turned in late will result in a full letter-grade reduction for every day past the assigned due date (in addition to being graded based upon defined criteria). Projects and assignments are due at the beginning of class.

There will be no extensions or leniency regardless of excuse.

Academic Integrity

Work done for this course must adhere to the DePaul University Academic Integrity Policy, which can be reviewed in the Student Handbook or by visiting:
<http://academicintegrity.depaul.edu>

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.

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 phone, Computers,
Tablets and Headphones**

The use of cell phones, tablets and gaming devices is strictly prohibited. The use of laptops and computers is also prohibited during lectures unless otherwise instructed.

Turn off your phone before entering class. The unauthorized use of a digital media device in class will result in a warning, the following use will result in a full letter-grade reduction of your class grade. If you are expecting a call of importance, please see the professor.

Headphones are not permitted.

Withdraw

Students who withdraw from the course do so by using the Campus Connect <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.

Incomplete grade

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.

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.

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 on D2L and sent via email.

Plagiarism

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.

**Resources for 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

Email policy

The professor will respond to email received from students to the best of his ability, although there is no guarantee that this will be done swiftly and with regularity. There is no guarantee that all email received will be responded to. Email received on Saturdays and Sundays will not be reviewed until the following Monday. The best way to ensure response for feedback is to visit during specified office hours during the week.

Turning in Assignments

All course-related documents and assignments will be posted to the DePaul D2L site. Unless instructed otherwise, all assigned work must be completed and submitted through the D2L system on the date and time specified under each assignment posting. (See "Late Assignment Policy" below for information on late submissions.)

Depending on the assignment, your project files will most likely be PDFs or Word Docs. If presentations or design-centric solutions result in large file sizes, you may have problems uploading to the D2L system. If a file fails to upload, you may need to create a smaller file and attempt a re-upload. You may also try compressing the file in a .zip format. To make sure a file successfully uploaded, you may want to download it to your computer and re-open it after posting. If this results in success, you'll know it uploaded correctly in the first place!

If all else fails, you can use [dropbox.com](https://www.dropbox.com), a free file storage website. This service is particularly handy for larger files. Once an account is created, you can upload your files and grant me access to that particular folder or file. You must let me know at least one class ahead of time if this is the route you're going to take.

Class Schedule

Class schedule will be handed out as separate document and is subject to change based upon the evolution of the class.