

DePaul University  
College of Computing & Interactive Media / School of Design  
Winter 2015

## Advanced Typography GD330

Thursdays 10:05AM-1:15PM  
14 E. Jackson Room 213

Professor Dolores Wilber  
Office: CDM 510  
dwilber@depaul.edu

Office hours  
Tu 8:30AM-10:00AM + 1:15PM-2:45PM CDM 510  
Please register online to confirm appt

### 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 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.

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.**

### Blog

All class projects must be posted to D2L and to <http://advancedtypography2015.blogspot.com/>

You will receive an invite. It's easiest to interact with the blog with a GMAIL account. You must accept the blog invite to post to the blog. Please email if you have not received an invite. It is easier to participate on this blog if you have a Gmail address. Each post must have your last name in the title and the project name. Further information on all aspects of each project are will be clarified in class discussion and individual meetings with the teacher. When in doubt, make an appointment with me or email me.

*You must post all projects, critiques and comments to the class blog and to D2L.*

## **Grading Formula**

Class participation in discussion and critique process	10%
<i>Project: ABCs</i>	30%
<i>Project: Textbook Design</i>	30%
<i>Project: Sequential Found + Constructed Typography</i>	30%

## **Project Process**

Examples of all projects will be shown in class. All critiques are posted on the class blog. You can post jpgs or links to PDFs or .mov files through Google Drive. These are the only acceptable formats.

Where appropriate to the concept, pre-final critiques require print-out as well; they do not need to be mounted.

Where appropriate to the concept, final critiques require full color output and mounting (flush to edge).

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 design post; you must comment on three other student's work for each posting by the Friday following the critique.

The blog address is:

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

You must have accepted the blog invite that I sent you to post to the blog. Please alert me in class if you have not received an invite so you are added immediately. It is easier to participate on this blog if you have a Gmail address. Each post must have your last name in the title and the project name.

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

You must post all critiques and comments to the class blog and to D2L.

## **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.

You are required to have a 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. Full-color output mounted on black presentation board is required for final critique.

### *Project: Three-dimensional typography*

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. One famous example of this kind of approach is the work of Stefan Sagmeister (but there are lots of possibilities).

<http://www.packergallery.com/chau2/>

Full-color output mounted on black presentation board, flush to page or with 2-inch border for final critique.

Inspiration:

<https://www.facebook.com/video.php?v=10152247740772142>

## Attendance

Class attendance and participation is mandatory. Please note that because our class meets once weekly that is equal to two class periods in classes that meet twice a week. One and a half absences will result in one full grade drop; additional absences will result in additional grade drops. 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 marked absent. 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 an 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.

## Textbook

There is no required textbook, but 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 Gupitll, 4th Edition, 1999, ISBN 0-8230-1347-2

A few resources

<http://typeconnection.com/>

-Family planning, or how type families work by Peter Bifak

[https://www.typosheque.com/articles/type\\_families](https://www.typosheque.com/articles/type_families)

Inspiration:

• <http://100.sta-chicago.org/2016-winners/>

• <http://www.architecture.org/experience-caf/exhibitions/exhibit/chicago-model/>

(Railway Exchange Building, 224 S. Michigan Lobby)

• Micro Memories in Tokyo and Chicago — Aug 30 – Oct 1;

Reception: Friday, Sept.23, 6:00-9:00pm Sullivan Galleries, 33 S. State St. 7<sup>th</sup> fl.: Galleries open Tu-Sat 11-6pm

<https://www.facebook.com/video.php?v=10152247740772142>

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## Textbook

There is no required textbook, but there will be occasional readings.

## A few resources

<http://typeconnection.com/>

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

## 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

AUTUMN QUARTER 2017	
August 28	Begin Immersion Week of Discover Chicago Program
September 1	TUITION DUE: AUTUMN QUARTER
September 4	Labor Day - University officially closed
September 6	BEGIN AUTUMN QUARTER 2017 ALL CLASSES
September 13	Last day to add (or swap) classes to AQ2017 schedule (8:00am Deadline)
September 19	Last day to drop classes with no penalty (100% tuition refund if applicable and no grade on transcript)
	Last day to select pass/fail option
September 20	Grades of "W" assigned for AQ2017 classes dropped on or after this day
September 26	Last day to select auditor status
October 1	DEADLINE: Application for November 2017 degree conferral
October 12	Begin December Quarter/Graduate Intercession Registration
	Begin Winter Quarter 2018 Registration
October 24	Last day to withdraw from AQ 2017 classes
November 14	End AQ2017 Day & Evening classes
November 15	Begin AQ2017 Day & Evening Final Exams
	AQ2017 Grading Available for Faculty
November 20	TUITION DUE: December Quarter/Graduate Intersession 2017
November 21	End AQ2017 Day & Evening Final Exams
	END AUTUMN QUARTER 2017
November 23	Thanksgiving Holiday - University officially closed
November 24	Thanksgiving Holiday - University officially closed
November 25	Thanksgiving Holiday - University officially closed
November 26	Thanksgiving Holiday - University officially closed
November 30	AUTUMN 2017 GRADES DUE
	IN Grades issued Winter 2017 lapse to F
	R Grades issued Autumn 2016 lapse to F

### 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
- X-acto Knife and blades (#11)
- Studio Tack, Twin Tack adhesive film or Spray Mount
- Specialized paper for printing (optional)
- Flash drive or external hard drive. Make sure that you make backup disks in case your disk gets damaged.

**Local Digital Imaging Supplies**

- Microcenter, 2645 Elston Avenue, Chicago, IL 60647 (773) 292-1700 [www.microcenter.com](http://www.microcenter.com)

**Local Art Supplies**

- Blick Art Materials 42 S. State Chicago IL 312.920.0300 [www.dickblick.com](http://www.dickblick.com)

**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://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

Thursday September 7

Introduction to class

Examples of projects

**ABCs of Typography**

In-class exercises, group project

Typeconnection.com

## WEEK TWO

Thursday September 14

**ABCs of Typography**

## WEEK THREE

Thursday September 21

**ABCs of Typography**

## WEEK FOUR

Thursday September 28

**ABCs of Typography Final Critique**

**Textbook Remix**

## WEEK FIVE

Thursday October 5

**Textbook Remix**

## WEEK SIX

Thursday October 12

**Textbook Remix**

## WEEK SEVEN

Thursday October 19

**Textbook Remix**

## WEEK 8

Thursday October 26

**Textbook Remix Final Critique**

## WEEK 9

Thursday November 2

**3D Typography**

## WEEK 10

Thursday November 9

**3D Typography**

**FINAL CRITIQUE Final Exam**

Thursday, November 16th – 9:00 – 10:45AM