Typography

GD230

DePaul University . Winter 2019/20
Loop Campus . 14 East Jackson Room 209
Thursday 5:45pm–9:00pm
INFORMATION : d2l.depaul.edu

David Sieren
dsieren@cdm.depaul.edu
OFFICE : 14 East Jackson Room 209
HOURS : 9:00–10:30PM Wednesday / by appt.

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
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 regular lectures and class discussions, reinforced by quizzes, short writing assignments, and weekly design projects that culminate in a larger-scale final project, due during exam week. Any quizzes will be open note but not open book, so please read the material each week and take notes. Other than lecture/discussion time, classes will be consist of regular group critiques, as well as lab time.

Students will work in both digital and analog environments over the course of the quarter.

Students should bring all necessary supplies to each class so they're ready to work.

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COURSE WORK

Reading, quizzes, and reflection
There will be regular reading assignments on design theory, history, and process.

Projects
Much of your work will be conducted outside the class. You are responsible for ensuring that you have access to all necessary tools and resources outside of class.

Group critiques and shareback sessions
We will have work and project critiques and presentations that will ensure that we learn from one another and share information. Attendance and participation in critiques is mandatory.

LATE ASSIGNMENTS

Projects and assignments are due at the beginning of class. 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).

There will be no leniency regardless of excuse.

However I do accept revisions of work for a potentially improved grade. So please turn in your work on time, even if incomplete, and revise it as necessary after it's due. The importance of these two skills cannot be over-stated.

REQUIRED SUPPLIES AND TEXT

All materials required for this class are listed in another document, handed out during the first class and available on D2L.

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GRADING

50% **Projects**
Will be evaluated based on craft (how well something is made), process (the path you took while making it), and concept (does it communicate an idea effectively). Take risks. Attempt things that seem beyond your reach. I'd rather you try and fail than not try at all. Working 'outside your comfort zone' is essential to growing as a designer and will have a positive impact on your grade.

25% **Quizzes and writing assignments**
These will reinforce material from the textbook as well as material from class lectures.

25% **In-class preparation, participation, and attendance**
Includes contributing to discussions in class; participating in critiques and design reviews; asking your peers for help during lab time, and offering help if you're able. Participation can only happen when you're in class. Failure to be an active member of the class will result in a lower grade.

93—100	**A**	77—79	**C+**	67—69	**D+**
90—92	**A-**	73—76	**C**	63—66	**D**
87—89	**B+**	70—72	**C-**	60—62	**D-**
83—86	**B**			00—59	**F**
80—82	**B-**				

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.

Attendance for the final is mandatory.

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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.

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.

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.

RETROACTIVE WITHDRAW

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.

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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.

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.

PERSONAL TECHNOLOGY

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.

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.

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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: (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” above for information on late submissions.)

Depending on the assignment, your project files will most likely be PDFs or JPEGs. If work results in large files sizes, you may have problems uploading to D2L. 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, 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.