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

CLASS
GD 230-901
Typography Spring 2020
Thursday 5:45-9:00 PM
Online Only

PROFESSOR
Bud Rodecker
rrodecke@depaul.edu

OFFICE HOURS
Immediately following class (9:00–10:30pm)

Course Description

This course focuses on the study of the formal structures of letterforms and text. An exploration of typography and its history is essential to create and extend meaning, emphasizing the relationship between form and content.

Learning Goals

Understand and the importance of letterforms 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.

To expose students to typography, and develop experience in using it as a communicative form.

To make students familiar with the working practice, skills, and terminology of typography.

To establish a relationship between typography and design from a historical basis.

Expectations

The structure of this course is designed to foster a stong work ethic and sense of self initiative. We will split class time between lectures/demos, workshops/in-class work, and various forms of individual and group critique. There will be several studio projects each requiring different amounts of in class and outside work time in regard to production. Please be sure to stay on top of your work.

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.

Required Textbook

Typographic Design: Form and Communication by Rob Carter, Ben Day and Philip B. Meggs

Recommended Reading

Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, 2010, by Ellen Lupton

Inside Paragraphs Typographic Fundamentals Paperback, 2012, by Cyrus Highsmith

Attendance & Punctuality

Class will begin promptly at 5:45. 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. **On the fifth unexcused absence I reserve the right to Fail you from the class.** A tardy means arriving more than 5 minutes late to class, leaving before class is dismissed, or leaving class to retrieve forgotten supplies or assignments. Two tardies equal one absence. Showing up more than 20 minutes late to class constitutes one full absence.

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

CLASS
GD 230-901
Typography Spring 2020
Thursday 5:45-9:00 PM
Online Only

PROFESSOR
Bud Rodecker
rrodecke@depaul.edu

OFFICE HOURS
Immediately following class (9:00–10:30pm)

Project Evaluation

Final grades will be based on your projects and assignments as well as attendence and participation throughout the term. Specific criteria for grading will be listed on each assignment sheet but will broadly cover the areas of:

Research and Conceptual Development

Formal Resolution

Technical Craft in Presentation

Effort and Professionalism: Often informal performance will influence your project grades.

Timeliness: Meet all final and intermediate deadlines. Arrive Early.

Quantity/Quality: Exceed the Minimum, Seek Critique.

Innovation: Seek Difference not Similarity.

Community: Collaborate, Listen and Share.

Late Homework

Your homework is due posted to D2L in the prearranged drop box at the start of the due date's class. If it isn't posted in time for critique the assignment will be considered late. **Late homework automatically results in a full letter grade reduction.** If you are not going to attend class you are still required to post your homework by the assigned due date.

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. Depending on the assignment, your project files will most likely be in .ai, .psd, .pdf, or .indd formats. While not ideal, handing in something unfinished is better than handing in nothing at all. If you would like more feedback on your work that you receive in class, arrange to meet with me during my office hours.

Grading Policy

Grades will be based on a percentage assigned to the following elements:

Letterform Abstraction	10%
Drop Cap	10%
Modular Grid	15%
Hierarchy	15%
Type Specimen Poster	20%
Type Specimen Book	20%
Quiz	10%

Grading Scale

A	100–92
A -	91.9–90
B+	89.9–88
B	87.9–82
B-	81.9–80
C+	79.9–78
C	77.9–72
C-	71.9–70
D+	69.9–68
D	67.9–60
F	59.9 and below

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

CLASS
GD 230-901
Typography Spring 2020
Thursday 5:45-9:00 PM
Online Only

PROFESSOR
Bud Rodecker
rrodecke@depaul.edu

OFFICE HOURS
Immediately following class (9:00–10:30pm)

Incomplete Grade

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the course final, and approved by an Associate Dean of the College of Computing & digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

Supplies

You'll want to get these materials as soon as possible. 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 DRIVE

You may also use an online service such as iCloud, DropBox, Google Drive.
You are responsible for backing up your own work.
Failure to turn in a project will result in a zero grade for that project.

PAPER

For both note-taking and sketching.

BLACK INK PEN, BLACK MARKER, PENCIL

Make sure that you have a good writing tools. Staedtler, Copic, and Micron are companies who make them

Clean-up

Clean-up is Everyone's Responsibility. Clean-up will begin 10 minutes prior to the end of class, in order for class to be dismissed on time. Failure to participate in cleaning will result in warning and will be reflected in your project grade.

Lab Usage

Remember, food and drinks are not allowed in the computer labs and may result in a fine. Please feel free to use the studio and computer lab outside of class during open lab hours. Please look for signage around the labs and halls regarding the hours of operation.

Studio Safety

Spray fixatives and solvents must be used outside or in designated spray booths (you are not allowed to spray in this room). Practice extreme caution when using box cutters and x-acto blades (please no headphones while cutting). Open music is not allowed. Please be aware that many of the materials you'll be using in class are messy. Label all materials and containers with your name to avoid theft. Familiarize yourself with emergency exit and stairwells in the event of a fire alarm. For more info on emergency response and evacuation procedures, please visit the Office of Risk Management and Environmental Health and Safety website at http://rmehs.depaul.edu

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.

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

CLASS
GD 230-901
Typography Spring 2020
Thursday 5:45-9:00 PM
Online Only

PROFESSOR
Bud Rodecker
rrodecke@depaul.edu

OFFICE HOURS
Immediately following class (9:00–10:30pm)

College Policies

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.

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.

Lewis Center 1420, 25 East Jackson Blvd.
Phone number: (312)362-8002
Fax: (312)362-6544
TTY: (773)325

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 quarter 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 at http://policies.depaul.edu/policy/policy.aspx?pid=332