

# LETTERING WORKSHOP

GD 153 - 601  
Spring 2021 Syllabus

## **CLASS SCHEDULE**

Wednesday 1:30 PM – 3:00 PM

## **INSTRUCTOR**

Violet Luczak  
vluczak@depaul.edu  
708.692.0688

## **COURSE CATALOG DESCRIPTION**

This course is an exploration of lettering techniques, both analog and digital. Students will experiment with historical and conceptual approaches to hand lettering. Both the formal and communicative uses of lettering will be studied.

## **RECOMMENDED MATERIALS AND SUPPLIES**

1. Desktop or laptop computer (**required**, MAC preferred). Recommended minimum configuration: 1.8GHz, 8GB RAM
2. Adobe CC Subscription (education pricing may be available to students) (**required**)
3. Google Drive Account (**required**)
4. Camera, or phone camera for reference (**required**)
5. Backup Media (Thumb drive or external hard drive) (optional)
6. Scanning app (Adobe Scan recommended) for your phone (IOS or Android) (**required**)
7. Sketchbook or loose paper 8.5"X11" (100 sheets) (optional)
8. Plank ink pen and pencils (optional)
9. Eraser (optional)
10. Standard Xacto knife w/ extra blades (optional)
11. Tracing paper (optional)

\*This list is by no means exhaustive. Depending upon the direction of each student's project they may need additional supplies. You will be responsible for the additional cost of printing projects as color comprehensive proofs using any quality service you choose.

\*\*Students are expected to have all necessary materials needed for class each day. Failure to have the required materials for the class may result in the student being marked absent.

## **REQUIRED TEXT**

No textbook is required for this class. A list of online materials, and readings will be supplied through D2L as necessary.

## **OBJECTIVES/GOALS**

By the end of this term, you'll be able to demonstrate skills in a variety of lettering techniques and form a solid understanding of a variety of historical lettering styles. You'll use lettering to communicate and reinforce concepts and messages as well as develop proficiency using bézier curves to render letterforms.

## **GRADING SCALE**

Participation & Attendance 10 pts  
Worksheets 5 pts  
Exercise 1 25 pts

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**(IF A PROJECT IS DUE AT THE START OF CLASS, IT MUST BE SUBMITTED BY 12PM THE DAY IT'S DUE OR IT WILL BE CONSIDERED LATE).**

## **METHOD OF EVALUATION**

Projects assigned and completed during the semester will lead to the majority of the grade. Attendance, deadlines and class participation are also factored in when determining grades. Students are expected and required to work outside of class on projects. Projects not developed in class (i.e.—projects that were never worked on in class and/or never presented during in-project critiques or discussions) or incomplete may not be accepted by the instructor for a grade.

Please refer to the grading scale (rubrics) attached at the end of the syllabus

**Deadlines:** Deadlines must be met. Work must be finished as per the given requisites. **Projects that are not complete at the beginning of a critique will be considered late.** If a student is not present for project critique/final deadline (either excused or unexcused absence), work must be handed in on the day the student returns to class. **Students who don't meet deadlines will lose at least one letter grade.** A written presentation must be handed in for any missed critique.

All students are responsible for backing-up their work. Have copies of your files on your home computer, external hard drive, etc. or use cloud storage. **BACK-UP all your work!** 'I lost my files because my computer broke down' will not be considered as a valid excuse for not meeting a deadline.

**Critique:** Critiques and group discussions will be held throughout the semester. Attendance is mandatory and will be a contributing factor in determining the grade.

Presentation should include information concerning the student's personal interpretation of the problem as well as the relationship of the problem solution to design elements and issues. Following completion the student will then field questions and/or comments from the group and instructor. The student will be expected to answer extemporaneously using design terminology where appropriate. Students are allowed to use note cards during their presentation. You will also be expected to submit written critiques of your classmates' designs. Critiques are an integral part of the design process and the professional design world. One important thing: we criticize the work, not the person making the work.

**Class Participation:** Class participation is different from attendance. Actively contributing to the conversation during class and being supportive of your fellow students are just a few things I'll look for. Arriving to class on time, being prepared, and showing by means of facial expression and body language that you are following what's going on (and asking questions of me when you don't) are other ways to contribute to a positive class atmosphere.

## **DISPLAY OF WORK**

Your work may be displayed by the instructor for academic or professional purposes in print or digital formats. Credit will be given to you for the work. If you don't want your work to be displayed for such purposes then please inform the instructor in writing.

## **CLASS PERFORMANCE**

If you miss new project instructions, consult with me immediately. COLLABORATE WITH BUT DO NOT DEPEND ON YOUR CLASSMATES FOR SOLUTIONS. Do not be afraid of making mistakes, this is a learning process. Preliminary thumbnail sketches should be somewhat clean and organized in your sketchbook. Retain EVERYTHING you do during the course. You are always welcome to come to me with your work related problems. You can meet me after class, during my office hours or by appointment at a mutually convenient time. Meeting with me for evaluation of your progress can be arranged by appointment.

## **ONLINE CLASS ETIQUETTES:**

1. Login to the class from a single device, preferably a computer with the required software rather than a phone or a tablet.
2. Mute your microphone when not presenting.
3. Work in a quiet room during the online class sessions.
4. Turn your camera on when speaking.
5. Class sessions or demos may be recorded for educational purposes. Please inform the instructor, if you do not wish to be recorded.

## **SCHOOL POLICIES:**

### 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.

### 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.

All students are expected to abide by the University's Academic Integrity Policy which prohibits cheating and other misconduct in student coursework. Publicly sharing or posting online any prior or current materials from this course (including exam questions or answers), is considered to be providing unauthorized assistance prohibited by the policy. Both students who share/post and students who access or use such materials are considered to be cheating under the Policy and will be subject to sanctions for violations of Academic Integrity.

### 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 <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>.

### 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:

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296

### **WEEKLY SCHEDULE (SUBJECT TO CHANGE)**

Class	Topic	Project/ Assignments
Week 1 (3/31)	Introduction, Why Study Type?	Nothing Due Start Exercise 1
Week 2 (4/7)	Anatomy of Lettering	Exercise 1 Sketches Due
Week 3 (4/17)	Type vs. Lettering	Exercise 1 Drafts Due, Finish In Process Crit (due Sunday at 11:59 PM)
Week 4 (4/21)	Review Exercise 1	Exercise 3 Final Due
Week 5 (4/28)	Composition of Lettering	Nothing Due Start Exercise 2
Week 6 (5/5)	Digitizing Type	Exercise 2 Sketches Due
Week 7 (5/12)	Bezier Method, In Class Worksheet	Exercise 2 Drafts Due, Finish In Process Crit (due Sunday at 11:59 PM)
Week 8 (5/19)	Review Exercise 2	Exercise 2 Final Due, Bezier Worksheet due, Start Exercise 3
Week 9 (5/26)	Tactile Typography	Exercise 3 Sketches Due
Week 10 (6/2)	History of Type, Type Designers	Exercise 1 Drafts Due, Finish In Process Crit (due Sunday at 11:59 PM)
Week 11 ( 6/9 11:45 AM to 1:45 PM)	Final Critique Exercise 3	Exercise 3 Final Due

## EXERCISE RUBRIC

### PROJECT RUBRIC

Criteria 10 - 9 pts	Outstanding 10 - 9 pts	Proficient 8 - 6 pts	Evolving 5 - 3 pts	Below Expectations 2 - 0 pts
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### PROJECT BASICS / RESEARCH & DEFINITION OF PROJECT (30 PTS)

Sketches / Research 10 pts	Excellent and well scanned thumbnails sketches.	Acceptable and well scanned thumbnails sketches.	Limited and poorly scanned thumbnails sketches.	Unacceptable scanned thumbnails sketches.
Drafts 10 pts	Excellent Rough Drafts.	Acceptable Rough Drafts.	Limited and poorly designed Rough Drafts.	Unacceptable or Zero Rough Drafts.

### CREATIVITY / CONCEPT (30 PTS)

Exploration 10 pts	Exceptional and the required number of unique concepts were explored and considered before deciding on one.	Satisfactory and the required number of concepts were explored and considered before deciding on one.	Generic and/or less than required number concepts were explored and considered before deciding on one.	Less than the required number/ no concepts were explored and considered before deciding on one.
Design Sensibility 10 pts	Composition shows a compelling use of variety and contrast; effective use of negative space; complex yet unified solution	Creates a unified composition using contrast and variety; the negative space has been considered well to make a complex image.	Composition is unified but needs more contrast and variety; the elements are not dynamic due to lack of figure/ ground tension.	Composition is not unified; poor use of figure/ground; the image is either too static or too chaotic and does not achieve good variety or contrast.
Quality of Final 10 pts	Exceeds the expectations of the project; developed solutions that effectively communicate the desired message.	Meets the parameters of the project; developed solutions that essentially communicate the desired message.	Partially fulfills the project parameters; developed solutions communicated the desired message in a limited way.	Fails to fulfill the project parameters; developed solutions that did not communicate the desired message.

### IMPLEMENTATION / BUILDING / EXECUTION (20 PTS)

Skills 10 pts	Demonstrated exemplary traditional and/or digital skills, accuracy and neatness throughout the project.	Demonstrated competent skills, accuracy and neatness throughout the project.	Partially competent skills; competent in some and incompetent in other skills; lacking in accuracy or neatness.	Failed to show competency in most of the skills; lacking in accuracy or neatness.
Accuracy & Organization 10 pts	All the files were organized, clean, accurate, appropriate size, and submitted as per the	Most of the files were organized, clean, accurate, appropriate size, and submitted as per the	Some of the files were organized, clean, accurate, appropriate size, and submitted as per the	Few/ none of the files were organized, clean, accurate, appropriate size, and submitted as per the

	instructions.	instructions.	instructions.	instructions.
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**CRITIQUE / PARTICIPATION (20 PTS)**

Artist Statement 10 pts	Comprehensive articulation and understanding of the project and how the design satisfied project objectives.	Clear articulation and understanding of the project and how the design satisfied project objectives.	Partial articulation and understanding of the project and how the design satisfied project objectives.	Inarticulate understanding of the project and how the design satisfied project objectives.
Post Critique Reflection 10 pts	Comprehensive articulation of the critique reflection	Clear articulation of the critique reflection	Partial articulation of the critique reflection	Inarticulate articulation of the critique reflection
Participation and Group Critique Responses 10 pts	Superior contribution to the class discussions and critiques. Excellent peer evaluations.	Actively contribution to the class discussions and critiques. Acceptable peer evaluations.	Limited contribution to the class discussions and critiques. Limited peer evaluations.	Not contributing to the class discussions and critiques. No peer evaluations.

/100 PTS

WEBSITES: HAND LETTERING ILLUSTRATORS

- Esther Aarts <http://www.estadiezijn.nl>  
 Martín Allais <http://www.togetheronemoretime.com>  
 Chris Bianchi <http://chrisbianchi.co.uk>  
 Jeffrey Bowman <http://www.mrbowlegs.co.uk>  
 Gemma Correll <http://www.gemmacorrell.com>  
 Isabelle Dervaux <http://bit.ly/bHuR0W>  
 Jeff Fisher <http://bit.ly/9vGNbV>  
 Ray Frenden <http://frenden.com/>  
 Eric Hanson <http://www.er-h.com/>  
 LK Hanson <http://www.mnartists.org/artistHome.do?rid=171524>  
 Chris Haughton <http://www.vegetablefriedrice.com>  
 Sterling Hundley <http://richardsolomon.com/hundley.html>  
 Meg Hunt <http://www.meghunt.com/1322087/Hand-Lettering>  
 Linzie Hunter <http://linziehunter.co.uk/>  
 Jackline <http://www.flickr.com/photos/jaclynejaclyne>  
 Francisco Martins <http://www.franciscmartins.com>  
 Aaron Meshon <http://bit.ly/cxgsLv>  
 Chris Piascik <http://chrspiasek.com/>  
 Paula Scher <http://www.paulaschermaps.com/>  
 Leanne Shapton <http://leanneshapton.com/>  
 Laura Varsky <http://lauravarsky.com.ar>  
 Simon Wild <http://simonwild.com>  
 Nate Williams <http://www.n8w.co>