

VINCENNES UNIVERSITY
MAIN CAMPUS

COURSE OUTLINE

AND

COURSE SYLLABUS

FOR

GRAPHIC DESIGN

DESN 130

TYPOGRAPHY

3 Credit Hours / 6 Contact Hours

SPRING 2015

INSTRUCTOR:

**AARON
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Office Hours:
TBA

I. Course Catalog Description

Typography will explore the technical and creative subtleties of the letterform and the creative use of typefaces and letterforms as an element of design in visual communication. Students will gain an understanding of typeface development, type identification and type stylization. Other areas of study include type and letterforms as design elements, creative type adjustment through leading, kerning and baseline shift, letterform structure, and modifying characters for logo and identity marks. *6 studio hours.*

Prerequisite(s): A grade of C or better in DESN 120.

II. Course Designation

This course is a:

- Major program course

III. VU Liberal Education Outcomes met by this course:

- Apply critical and creative thinking skills to solve problems.

IV. UCC/State Outcomes met by this course:

1. *Written Communication*

- 1.7. Demonstrate proficiency in reading, evaluating, analyzing, and using material collected from electronic sources (such as visual, electronic, library databases, Internet sources, other official databases, federal government databases, reputable blogs, wikis, etc.).

2. *Speaking and Listening*

- 2.4. Advance an oral argument using logical reasoning.
2.7. Summarize or paraphrase an oral message to demonstrate comprehension.

3. *Quantitative Reasoning*

Non Applicable

4. *Scientific Ways of Knowing*

Non Applicable

5. *Social and Behavioral Ways of Knowing*

Non Applicable

6. *Humanistic and Artistic Ways of Knowing*

- 6.1. Recognize and describe humanistic, historical, or artistic works or problems and patterns of the human experience.
6.2. Apply disciplinary methodologies, epistemologies, and traditions of the humanities

- and the arts, including the ability to distinguish primary and secondary sources.
- 6.3. Analyze and evaluate texts, objects, events, or ideas in their cultural, intellectual or historical contexts
 - 6.4. Analyze the concepts and principles of various types of humanistic or artistic expression.
 - 6.5. Create, interpret, or reinterpret artistic and/or humanistic works through performance or criticism.
 - 6.6. Develop arguments about forms of human agency or expression grounded in rational analysis and in an understanding of and respect for spatial, temporal, and cultural contexts.

V. Course Outcomes

- Identify the components of the letterform.
- Identify the various categories of typefaces.
- Demonstrate the ability to measure type accurately.
- Identify different forms of type alignment.
- Demonstrate an understanding of tools to adjust type spacing.
- Demonstrate the ability to use type to create emphasis.
- Demonstrate the ability to creatively combine different typefaces
- Demonstrate the ability to creatively modify letterforms.
- Demonstrate the ability to create effective and creative logotype designs.
- Discuss the strengths and weaknesses of typography in design.

VI. Course Content

- The design process will be practiced by producing a variety of typographically based design projects.
- Design elements and principles will be utilized in typographic design projects.
- The structural component of the letterform will be discussed, identified with a quiz and demonstrated in the production of design projects.
- Various classifications of typestyles will be defined, studied and identified in the production of a design project.
- Type classification by size will be defined, discussed and demonstrated in the production of a design project.
- Processes for measuring type will be defined, practiced and demonstrated in the production of a design project.
- Processes for adjusting type vertical and horizontal spacing will be defined, practiced and demonstrated in the production of a design project.
- Relationships between typestyles will be discussed and demonstrated through the production of a design project.
- Modification of letterforms will be discussed and demonstrated through the production of a design project.
- The history of typography will be studied and discussed with one design project dealing with typographic design history.
- Typographic design projects will be discussed and critiqued by the instructor and students.

VII. Course Text and Materials Policy

TEXT: The Fundamentals of Typography (second edition), Gavin Ambrose and Paul Harris ISBN: 978-2940411764

REQUIRED MATERIALS:

- X-acto knife and metal ruler.
- At least one flash drive – 1 GB or larger or Dropbox or other cloud account

RECOMMENDED MATERIALS:

Scissors, glue stick, magazines and newspapers, etc.

Students are responsible for bringing all of the necessary tools and materials required for class. The instructor may provide some items and materials.

VIII. Course Grading Policy

A “C” final grade or better must be received in this course or any course in the Graphic Design Occupational major or they must be retaken. At least a 70% final average must be met to receive a “C” final grade.

All work will be evaluated against standards that reflect the quality of what students in previous years have typically been capable of producing. Work that does not meet this standard will receive substantially reduced credit. The instructor reserves the right to ask the student to reproduce a project if the project fails to meet these standards and time allows for him or her to do so.

Your final grade will be determined in weighted proportions as follows:

- 50% Creative Typographic Design projects
- 10% Quizzes and exercises
- 10% Midterm Project
- 15% Final project
- 15% Final exam

Final grades will be determined by the accumulation of points in each of the weighted areas. A project that is not turned in will receive no credit. Late work MAY receive partial credit at the discretion of the instructor.

Design project requirements by percentage of total grade or points

Each assignment will be graded according to:

Concept/Solution – How well was the typography challenge solved, and how creative was the concept? Was comprehension and resolution of the typographic design problem demonstrated? Was comprehension of the typography issues demonstrated within the design?

Use of Type and Design – This deals with the aesthetic qualities of the design within the limitations of the assignment. It also deals with the use of type: is it legible, does it look good and professional, is it proportioned, does it properly emphasize, etc.?

Craftsmanship/Technique – Is the design produced in a professional manner using proper techniques with attention paid to the details? Is the design the correct physical size and are the project guidelines met?

Presentation/Critique – Is the project finished and ready for presentation and critique? Is student participation and critique contribution demonstrated?

Each of these four areas will be 25% of the grade for each assignment.

Project Scoring Breakdown

Demonstration of understanding the current challenge	15 %
Creativity of the solution	10 %
Visual appeal of the design	5 %
Proper use of type	20 %
Proper media and/or software used	5 %
Proper Size and orientation	5 %
Cleanly and precisely trimmed and cut	5 %
Precision of edges, corners, and shapes	5 %
Cover sheet attached properly and neatly	5 %
Work is finished and presentable for critique	10 %
Student is present for critique	10 %
Student participation in critique	5 %
Total	100 %

IX. Course Policies

(1) Vincennes University Attendance policy

The Vincennes University policy is premised upon the notion that students will attend all sessions of the classes in which they are enrolled. This policy supports Vincennes University's philosophy that students benefit most from the people and facilities provided by the citizens of Indiana through proper and adequate class attendance. Consequently, missing class for any reason will be regarded as an absence. When absences result from an approved and required University activity, they will not be counted against a student, and the work missed may be made up.

Vincennes University believes that students who participate in University-sponsored activities and faculty-developed field trips must develop habits of attendance consistent

with such participation, or voluntarily refrain from such participation. **For whatever reason an absence occurs, the student is responsible for the work missed.**

Class time will be used for instruction and working on assignments. Students who are not present for a class cannot benefit from the instruction and guidance available in that class. If a student leaves the class early, the student may be counted absent. Class begins on the hour. **Students arriving after the first five minutes of class will be counted tardy. Students may be considered absent if they are not in attendance within fifteen minutes of the beginning of class. Students may not be admitted to class after fifteen minutes from the start of class. If a student leaves the class early, the student may be counted absent.** Responsibilities for other courses or appointments are not an excuse for absence from a class. A consistent pattern of being late for class WILL adversely affect your grade. When the amount of time that a student is absent from class by being late or leaving early reaches the equivalent of one class time, the student will be assessed an absence, for instance 100 minutes for a MWF course. Special consideration may be made in special situations.

Students who miss class hours totaling twice the number of credit hours awarded for the course, or the equivalent of two weeks of class instruction are eligible to be dropped from class. The first warning card will be sent after missing 3 MWF classes or 2 TR classes. The second warning card will be sent after missing 6 MWF classes or 4 TR classes. The student may be dropped from class after the next absence in either class. If a student is readmitted to a class after appealing to the Dean of Students, the student may be dropped after the next absence with no appeal available.

(2) Make-up work and late work

All work is due at the specified deadline. Late work (if approved by the instructor) will receive a daily grade reduction. No work will be accepted after seven calendar days past the due date. Late work may only be turned in with the permission of the instructor. Missing a critique or client presentation will result in a substantial grade reduction for the assignment.

(3) Use of electronic devices in class and other student responsibilities

The use of cell phones, pagers and other electronic devices are prohibited in the classroom or lab, unless the instructor authorizes their use for course related activities. You may have these devices with you during class, but they must be turned off or on silent mode. In case of an emergency, you should take a call outside of the classroom or lab. This is required as a courtesy to your instructor and fellow students. Activities that are unrelated to the learning process for this course, such as texting, instant messaging, email, Facebook, watching videos, tweeting, etc, will not be acceptable. If you are regularly engaged in these activities during class time, you will lose all or a portion of the 15% professional conduct portion of your grade at the end of the semester. If these activities persist, you may be asked to leave the classroom and will receive an absence for the day.

The use of MP3 players and headphones or ear buds will be allowed when working on projects, but will be prohibited from use during times when you are being spoken to, such as during lectures, critiques and discussion. Please remember to keep the volume low enough to be able to hear what is happening around you. This is important for safety issues, as well as for educational reasons. Oftentimes, you can benefit from what is being discussed in the classroom regarding assignments and projects. Your instructor may also have pertinent information to share with the group during work session, which may be very important to hear.

You are responsible for being an active participant in the professional conduct of this course. It will take cooperation from every student enrolled in the course to make this an invaluable learning experience. We must work as a team to ensure that everyone in the class is shown respect and receives the educational experience that they expect and deserve. This cooperative effort includes the following course rules.

If you have been tardy or absent, it is your responsibility to discuss what course content you have missed during that time. Please see the instructor during office hours or before or after class. The work may be made up at the discretion of the instructor. Failure to speak to your instructor about make-up work may result in a loss of credit for this work. This will adversely affect your grade.

You are responsible for bringing the proper tools, equipment and materials necessary to complete the assigned work. A writing instrument and paper for note taking and written assignments is required every class meeting.

Food and drink will not be allowed close to the computers in the labs. You may leave them on the tables on which there are no computers. With the exception of fonts, you are not allowed to download or install software on the lab computers.

Do not cut on any of the tabletops without having a cutting mat under your work. Do not use spray adhesive anywhere, except in the spray booths. You must clean up any excess rubber cement, graphite or other materials from your work area before you leave.

(4) Instructor's Academic Dishonesty Policy/Statement

Plagiarism of any kind will not be tolerated in this course or in the graphic design industry. It is unethical and illegal. It is essential that the student become self-reliant on his or her own creativity for the source of ideas and concepts. Students who are guilty of plagiarism of design concepts, use other students' work, plagiarize themselves or use copyrighted material in their work will be referred to the Dean of Students and dropped from the class with a failing grade.

(5) Disabilities Services Policy

The Office of Disability Services reviews requests and determines appropriate

accommodations for students with disabilities. Students with psychological, physical, sensory, communicative and/or learning disabilities should seek out this office as soon as possible after admission to VU if they require academic accommodations. The student will be required to provide copies of medical or psychometric evaluations that document the presence of a disability and the impact of the disability on the student's level of functioning. The Office of Disability Services also coordinates the availability of assistive technology at various campus locations to provide accessible classroom materials and equipment. Vincennes University complies with the requirements set forth by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act to assure the rights of individuals with disabilities to fair, non-discriminatory treatment. The Office of Disability Services is located at the South Entrance of Vigo Hall. The phone number is 812-888-4501. Specific procedures for requesting an accommodation for a disability may be found at the Office of Disability Services website at www.vinu.edu/DisabilityServices. Students that will be requesting accommodations should view the Disability Services website for documentation requirements.

(6) Standard of Student Behavior

Students need to be aware that violations of the University Standard of Student Behavior as listed in the VU Catalog may result in some form of disciplinary action.

You will be immediately asked to leave the classroom if you demonstrate any behavior that is seen as threatening to any individual or interferes with the conduct of this course.

(7) Content/Schedule change statement

Assignment deadlines and assignments content are subject to change at the discretion of the instructor. Changes of due dates will be announced with sufficient notice that everyone can make adjustments in their production schedule. Students who are not present when the announcement of a change is made are still responsible for meeting the new deadline or making whatever changes were announced to their work.

X. Instructional Methodologies/Activities/Grading Specifics

(1) Methodologies and Activities

This course and the entire Graphic Design Program are based on the philosophy that the student will learn by doing. Thus, the much of the work performed in this course will be assigned in-class design projects that are designed to give the student the opportunity to creatively demonstrate understanding of various aspects of typography. These projects will involve creative thinking, brainstorming, and visualization during the problem-solving portion. The concepts created during this process must be put on paper to be shared with others. The best solution will be cleanly and precisely produced using mechanical and digital tools. Adobe Illustrator will be used in the digital production of projects.

Other methodologies include:

- Demonstrations by the instructor
- Lectures and discussions, including the study of how type contributed to specific design principles between design elements and design principles
- Shorter in-class exercises
- Critical discussions and group critiques
- Quizzes over reading assignments

(2) Grading Specifics

Assignments will be graded in point value. Letter grades will be equivalent to the following percentages of total points:

100 --- 97 A
96 --- 92 A-
91 --- 89 B+
88 --- 85 B
84 --- 82 B-
81 --- 77 C+
76 --- 71 C
70 --- 61 D
60 --> F

Completing work within a given schedule of time is extremely important. Missing a critique or presentation cannot be made up. Missing these activities will substantially lower your grade. Students are expected to devote full class time to their work and additional time outside of class, if needed. Taking notes during lectures is highly recommended. Regular attendance is **EXTREMELY IMPORTANT** to your grades! Without the information and skills that are covered in classes that are missed, a thorough understanding of procedures and proper development of personal skills will be impossible. If you are not in class, using your work time efficiently, you will fall behind and miss deadlines. Therefore, attendance and class participation will be included as part of the course grade.

Critiquing assignments offers students the chance to see how other students solved a design problem and discuss positive and negative aspects of the work presented. This is an integral part of the learning process and students are expected to be present to present and explain their work and join in the class discussion. Work not finished and ready for the scheduled critique or presentation will be considered late. No late work will be accepted unless approved by the instructor prior to the due date for each assignment. Incomplete work will receive partial credit or no credit based on the quality and extent of what has been finished.

15% of your total grade will be determined by your professionalism. Professional conduct is an essential requirement for any cooperative endeavor, such as teaching and learning in the classroom. You must conduct in manner that reflects your desire to learn

and be a serious student. Professional conduct will consist of:

- Good Attendance
- Being present at the start of class time
- Being present at the end of class time
- Paying attention during lectures, demonstrations, presentation or whenever anyone is speaking to you
- Taking notes about assignments and other important information
- Asking questions – get help before you really feel you need it
- Willingly helping others – being cooperative
- Demonstrating respect to your instructor and fellow students
- Using class time in an efficient and productive manner
- Following the course policies and procedures
- Accepting responsibility for your actions
- Maintaining your work area by keeping it clean and functional
- Completing each assignment to the best of your ability

The behaviors listed above can be read as principles for success in any situation, and will certainly be very important in getting the most out of this class. Your overall conduct will be documented throughout the semester and assessed at the end of the semester. The above criteria will be used to determine whether you will receive all, or a portion, of the possible 15% penalty on your grade. For instance, if you had an 80% average at the end of the semester, but had been habitually late or regularly texted during class time, you could receive a final grade as low as 65%. This would mean that you failed the course and would be required to repeat it next year!

Freshman Review is a required activity for this course. Failure to participate in Freshman Review will result in a full letter grade reduction in your final grade!

XI. Course Calendar/Schedule/Assignments

Please refer to **www.wiseguy-studios.net /130-15** for the course schedule, reference material and assignments.