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SYLLABUS

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Typography

DSGD 102

Intermediate Typography

IS 226

Fall 2018

MON & WED 12:00PM~2:50PM

Professor Chang Kim



Instructor
Chang Kim
Professor
Graphic Design

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Office Hours
Monday and Wednesday
7:00AM~8:00AM

You are responsible for regularly checking with the messaging system through email (or other communication system as indicated by the instructor).

DSGD 102 Intermediate Typography

Prerequisites: Acceptance to the BFA Graphic Design Program

This course is 3 semester units and graded

Faculty Web Page and Messaging System

Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on my faculty web page at http://www.sjsu.edu/design/design_programs/graphic_design_program/gd_faculty/chang_kim/. You are responsible for regularly checking with my email notification and other messaging system that are given.

Course Description

Application of typographic principles to a diverse series of graphic design problems utilizing text and display letter forms, organization systems, fundamental design theories and conceptual innovation.

Projects are defined in phases:

Phase 1: Discovery and Analysis Research

Content gathering, project definition, strategy and recommendations

Phase 2: Concept Development and Design

Sketching, content integration, exploration, refinement and system development

Phase 3: Implementation and Documentation

Production, consensus building, and education

Course Goals and Student Learning Objectives

This course will address how advanced and diverse series of topics on typography and its applications confronting a wide variety of situations and needs emphasizing conceptual innovation, organization, and analysis. This course will include lectures, discussions, critiques, presentations, and creative work. Participation in discussion and critique is vital to the success of the class. Assignments will include researching designed artifacts, reading from textbooks, developing/creating excellent work, and giving presentations.

On successful completion of this course students shall be able to:

- Investigate the design components of several typographic designs
- Articulate the major theories underlying typography and experimental book and magazine designs
- Explain how the field of typography has empowered our visual environment & public/private media
- Conceptualize and design an experimental book and explain the underlying rationale for each design element

This course presents the following significant issues:

- Understanding Type anatomy, structure and typeface design principles

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- Exploring principles of the grid system and developing a new approach of designing a grid system
 - Deviating from form and norm (functional and emotional expression)
 - Understanding the process of Desktop Publishing (pre-press and on-press)
 - Experimenting with information architecture and data visualization

Course contents:

- Overview of type usage for print media and book publication
- Setting up and using industry-standard type management software cross-platform
- Historical overview of typography
- Type anatomy, identification and classification
- Trends in type usage and mediums
- Researching and choosing appropriate type fonts, families and styles
- Developing a new typeface design
- Basic concept of layout and composition
- Developing an experimental grid system
- Communication and expression through type including issues of legibility
- Overall layout, including functions and appropriate uses of principles

Project background:

The major concern in this course is teaching students the fundamentals of typography, editorial, and publication compositions in the fields of printed media designs (such as books, magazines, and publication media) and typical print-media information data visualizations (such as time lines, visual mapping, and event calendar designs). Students will explore the spatial balance between type and image, selection of subject, collection of material, and create an image-text document, which unifies all of these components. In addition, students will be shown the basics on pre-press and on press for the final production of the publication.

Recommended Reference Books/Readings

- Designing with Type, (The Essential Guide to Typography)
Written by James Craig, William Bevington and Irene Korol Scala, Random House, Inc. May 1st, 2006. ISBN: 978-0-8230-1413-2
- The Elements of Typographic Style (Paperback) by Robert Bringhurst, Hartley and Marks, Port Roberts
- Thinking with Type by Ellen Lupton, Princeton: Princeton Architectural Press, 2004
- Geometry of design/ kimberly Elam / Princeton Architectural press
- Typography / Emil Ruder / Hastings House
- A History of Graphic Design / Philip B. Meggs
- Type in use / Alex White / 1992
- Typographic communication today / Edward M. Gotshall /1989 / ITC The MIT press
- Typography / Aaron Burns / 1961 / Reinhold company
- Letter and Image / Robert Massin / 1970 / Studio Vista London
- Designer's Guide to typography / Aldrich-Ruenzel and Fennel / 1991/ step-by-step
- Language and Typography / Cal Swann / 1991 / Lund Humphries London.
- How to understand and use design and Layout / Alan Swann / 1987 / Quarto publ.

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- The New Grid to graphic design / Bob Cotton / Quarto Publishing Inc. / 1990

Book Publishing Design:

- Publication Design / Roy Paul Nelson / 1983/ WM. C. Brown Company Publishers.
- Experiment Design / Iglido G. Biesele / 1986 / ABC Edition Zurich
- Editorial Design / Jan V. White / Rockport publisher Inc.

Book Binding:

- Book binding at Home / K. Riberholt / 1987 / Thorsons publishers limited
- Book binding as a handcraft / Manly banister / 1975 sterling Publishing CO., Inc.
- Binding and Repairing Books by Hand / David Muir / 1978 / Arco Publishing, co.
- How books are made / David C. Cooke / 1963 / Dodo, Mead and company

Graphic Production and Print:

- Production for graphic designers / Alan Pipes / 1993 / Prentice Hall, Inc.
- Production for the graphic designer/ James Craig / 1990 / Watson Guptill Publishing CO. LTD
- The History of printmaking / Voyages of discovery / 1995 / Gallimard and Jemmese & Scholastic Inc.
- The graphics of communication: method, media, and technology / Russell. N. Baird, Duncan Macdonald / 1993 / Holt Rineehart and Winston, Inc.

Reference Web Sites:

- Bauhaus typography <http://www2.ucsc.edu/people/gflores/bauhaus/b1.html>
- Microsoft Typography <http://www.microsoft.com/truetype/default.asp>
- Graphion's Online type Museum
- <http://www.slip.net/~graphion/museum.html>
- <http://www.redsun.com/type/>

Glossary of Typography:

- <http://www.redsun.com/type/glossary/a.shtml>

Early Masters of type design and history:

- <http://webcom.net/~nfhome/early.htm>
- <http://webcom.net/~nfhome/history.htm>

Typography in general:

- <http://www0.delphi.com/dtp/typography/type.html>
- <http://www.typographics.com/>
- <http://www.typographic.com/>
- <http://www.typeart.com/newfaces.html>

Font software:

- <https://old.fontlab.com/font-editor/typetool/>
- <https://www.fontlab.com/font-converter/transtype/>
- <https://glyphsapp.com>

- <https://fontforge.github.io/en-US/>
- <https://fontstruct.com>

University of Reading, England

- <http://www.rdg.ac.uk/AcaDepts/lt/home.html>

Typography Dictionary, Typesetting and Publishing Glossary

- http://webopedia.internet.com/Software/Desktop_Publishing/Typography/
- <http://www.sos.com.au/files/glosray.html>

Other typography reference site

- http://au.yahoo.com/Arts/Design_Arts/Graphic_Design/Typography/
- <http://www.e-typography.co.uk/Download.htm>
- <http://www.rsub.com/typographic/>

Recommended bookstore:

William Stout, Architectural Books
804 Montgomery Street, San Francisco (415) 391 6757

Library Resources (liaison):

The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at <http://libguides.sjsu.edu/design/GraphicDesign> or by appointment with Librarian Teresa Slobuski. She may be contacted at Teresa.Slobuski@sjsu.edu or 408-808-2318.

Computer/Software Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Reliable data backup
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>
- Appropriate type fonts software (Helvetica type family required as in project sheet)
- Flash drive

Material Requirements:

- Wireless laptop computer with software (Adobe Creative Suite)
- Appropriate type fonts (acquire any necessary type family per your concept).
- Always have your working digital files, and research reference materials
- Reliable data backup (Flash thumb drive)
- Wireless network access: www.sjsu.edu/sjsuone/
- Drawing implements and papers as in project description
- Pencil, kneaded eraser, ruler, brush, pen, and other writing tools
- Black, gray, and color markers, extra fine to wide
- 9x12 marker pads and tracing pads
- Clear push pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and #11 blades in dispenser/disposal unit

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- Portable cutting surface (required for cutting in classrooms)
 - Graphic arts adhesive (no spraying allowed in building)

Estimated Expenses:

The estimated cost for semester supplies/materials will vary according to the individual (typically about \$200). There is no course fee for this course. All BFA students who registered this course are allowed to access free of charge software licensing, printing consumables, and related infrastructure including 50 Black and White (8.5 x 11) or (11 x 17) prints, 30 color (8.5 x 11) or (11 x 17) prints, and 2 large format (A1 size) prints at the BFA printing lab.

Administrative Policies:

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this term, so in order professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

Classroom Protocol

We are involved in a mutually beneficial communal learning experience, one that requires full attention and respectful behavior toward all members of the class. In order to maximize the learning experience, students are requested to observe the following etiquette guidelines:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over, or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take pains not to disturb other students when you leave.
- Announcements, handouts, and assignments are issued at the beginning of class. All critiques begin 15 minutes after official class start time; no work is to be added to the wall after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please do not interrupt class to ask about these. Remain after class if you have questions.
- Electronic devices not directly pertaining to your participation in this class must be turned off and put away before class starts. This means you may not place or receive calls, messages, play games, check e-mails, surf the web, pop into Facebook, Twitter, etc.
- Laptop is to be used for course related purposes only.
- Please do not eat during class.
- Socializing during lectures or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.
- No spray-mount adhesives spraying in the class.
- Do not use tabletops as a cutting surface (use designated cutting mat.)

It is expected that there will be at least 2 hours of homework for each hour of class.

Semester grade will be weighted according to the following percentages:

Proportion of each grading segment
15% Exercises (5% per each)
80% Projects (40% per each)
5% Quiz
100% Total

Grading Scale

A+	95% and above
A	94% - 92%
A-	91% - 90%
B+	89% - 85%
B	84% - 82%
B-	81% - 80%
C+	79% - 75%
C	74% - 72%
C-	71% - 70%
D+	69% - 65%
D	64% - 62%
D-	61% - 60%
F	below 60%

Dropping and Adding:

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The Late Drop Policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

Grading Policy:

The project and course performance will be evaluated according to the following components. Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

Problem solving skills

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Formgiving skills

Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

Presentation skills

The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

Participation and Preparation

Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

Grading Scale:

A-, A, A+ = Excellence (3.7–4.0)

Student consistently delivers creative and high quality work and demonstrates the ability to explore a wide range of alternative options as well as the ability to make intelligent and informed decisions on the final solution. Student is able to refine final solutions to instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and verbally. Well-crafted and informed arguments support any and all design decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment towards the profession,

classmates, the instructor and their own development. Student participates in all regularly scheduled classes. Overall, student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)

Student demonstrates an above average effort in all areas. Work is complete and demonstrates no craft or technical problem areas. Student shows the ability to communicate decent rationale for design decisions and demonstrates improvement in all areas of professional development as a designer. Student maintains a positive attitude and involvement in all coursework and class activities.

C-, C, C+ = Adequate, average work (1.7–2.6)

Student produces the minimum work required at an average quality level and provides basic explanations for design decisions. Student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (0.7–1.6)

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles

F = Failure to meet the course requirements (0.0–0.6)

Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey creative and craft and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development. Student shows little participation and/or is consistently late for class.

Important Notes about Grading

All assignment are graded, therefore you should do your best on them or your course grade will be adversely affected.

It is very important to complete all of them because:

- Each develops a skill necessary for successful completion of assignments
- Missing a portion of these assignments can lower your course grade substantially

Deadlines

On the regularly scheduled the final class day and time is when you will submit the last project. No extensions will be given except in cases of documented emergencies, serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.

Late Assignments

It is essential that you keep up with the course work and submit all assignments in a timely manner. Assignments will lose a full letter grade for each day late. Graded

assignments more than 2 days late will not be accepted. In such cases, a grade of zero credit will be entered.

Extra Credit

Out of general fairness to all students, there will be no opportunities for extra credit assignments given in this class.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/> *VISIT AND READ*

Academic Integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University's Academic Integrity policy, located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Disability Resource Center (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Student affairs

The Division of Student Affairs provides a wide variety of services – career development, health and wellness, campus life, leadership development, cross cultural experiences, disability resources, psychological counseling, student housing, recreation, and co-curricular events. If you are interested in learning more about the departments and opportunities and services, please visit <http://www.sjsu.edu/studentaffairs/>

Campus Emergency and Other Aid

Emergency call: Call to the police office at 911 or pick up a Blue light phones.
Escort Service: 4-2222. “Individuals with disabilities may contact the Disability Resource center on campus, 924-6000, Administration building 110, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical.
Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. The Center's tutors are trained and nationally certified by the College Reading and Learning Association (CRLA). They provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group, individual, and drop-in tutoring are available. Please visit the LARC website for more information at <http://www.sjsu.edu/larc/>.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/about/staff/>.

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The Peer Mentor Center website is located at <http://www.sjsu.edu/muse/peermentor/>

Campus Emergency Numbers

Police 911
Escort Service 4-2222

Course Schedule

This schedule is used as a guideline and subject to change with fair notice. You are responsible for regularly checking with the messaging system for any changes.

Week 1	08/22 WED	Course overview & Project Introduction Typography history and type anatomy/terminology
Week 2	08/27 MON	Project 1 Typeface Design Introductory lecture, lettering principles, and calligraphy
	08/29 WED	Phase 1 Discovery and Analysis Research Content gathering, project definition, strategy and recommendations.
Week 3	09/03 MON	Labor Day (Campus closed. No class)
	09/05 WED	Phase 2 Concept Development and Design Visual exploration, refinement and system development. (Group critique)
Week 4	09/10 MON	Faculty Research Trip (international conference): No class > reading assignment
	09/12 WED	Faculty Research Trip (international conference): No class > reading assignment
Week 5	09/17 MON	Phase 3 Implementation and experimentation 1st draft of the conceptual lettering (26 alphabets) and poster design
	09/19 WED	Work in class & Design refinement (Individual conference)
Week 6	09/24 MON	Phase 4 Implementation and experimentation 2nd draft of the digital lettering (26 alphabets) and poster design
	09/26 WED	Work in class & Design refinement (concept of type specimen book)
Week 7	10/01 MON	Phase 5 Implementation and Production 2nd draft of the type specimen book
	10/03 WED	Phase 6 Implementation and Production 2nd draft of the type specimen book
Week 8	10/08 MON	Phase 7 Implementation and Production Visual experimentation; focus on CD package, cup and t-shirt design.
	10/10 WED	Phase 8 Type Digitization (Font Production) Visual experimentation; 1st draft of the font making
Week 9	10/15 MON	Phase 9 Type Digitization (Font Production) Visual experimentation; 2nd draft of the font making

	10/17 WED	Phase 10 Production and Finalization Review and production (Group critique)
Week 10	10/22 MON	Project 1 due and presentation Project 2 pre-introduction; choose subject
	10/24 WED	Project 2: Experimental book design Experimental grid system and book design
Week 11	10/29 MON	Phase 1 Discovery and Analysis Research Content gathering, project definition, strategy and recommendations.
	10/31 WED	Research content review and In-class exercise: Book art and grid system (Group critique)
Week 12	11/05 MON	Phase 2 Concept Development and Design Visual exploration, refinement and system development.(Group critique)
	11/07 WED	Phase 3 Lecture & demonstration Book binding and pre-press and on-press (printing production)
Week 13	11/12 MON	Veterans Day (Campus closed. No class)
	11/14 WED	Phase 4 Implementation and experimentation Visual experimentation and variation (Group critique)
Week 14	11/19 MON	Phase 5 Implementation and experimentation Visual experimentation and variation (Group critique)
	11/21 WED	Thanksgiving Holiday (Campus Closed. No class)
Week 15	11/26 THU	Phase 6 Implementation and experimentation Visual experimentation and variation (Group critique)
	11/28 WED	Work in class & Design refinement (Individual conference)
Week 16	12/03 MON	Phase 3 Implementation and experimentation Visual experimentation and variation (Group critique)
	12/05 WED	Phase 7 Production and Finalization Review and production (Group critique)
Week 17	12/10 MON	Work in class & Design refinement (Individual conference) / last day of instruction
	12/17 MON	Project 2 due and presentation (Portfolio and digital data submission)
	12/20 THUR	BFA Junior semester-end portfolio review