

**San José State University**  
**Department of Design / Graphic Design Program**  
**DSGD 99, Introduction to Typography, Section 03**  
**Spring 2019**

<b>Instructor</b>	Prof. Gregory Hom, preferred to be called Gregory
<b>Office Location</b>	TBD
<b>Telephone</b>	(408) 497-3511, cell phone, use it to text or call me if you're late or not going to come to class for some reason, please make sure you tell me your name in your text (I cannot know who you are by your number)
<b>Email</b>	<a href="mailto:Gregory.Hom@sjsu.edu">Gregory.Hom@sjsu.edu</a> or <a href="mailto:Gregory@fishbowldesign.com">Gregory@fishbowldesign.com</a>
<b>Office Hours</b>	Tues/Thurs 2:30pm-3:00pm, by appointment please
<b>Class Days/Time</b>	Tues/Thurs 6:00pm-8:50pm
<b>Classroom</b>	Art 216
<b>Prerequisites</b>	Prerequisite: GD majors: ART 24 or ANI 12, DSGD 63, DSGD 83; IT majors: DSIT 33, DSIT 10, DSIT 83; ID majors: completion of DSID 22 or completion of DSGD 83 and concurrently enrolled in DSID 22
<b>Course Materials</b>	Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <a href="https://sites.google.com/a/sjsu.edu/dsgd104/">https://sites.google.com/a/sjsu.edu/dsgd104/</a> . You are responsible for regularly checking this site to learn of any updates.

### **Course Format**

#### **Technology Intensive, Hybrid, and Online Courses**

This class will require a laptop computer with necessary layout, illustration and font software (Adobe Creative Suite v6 or higher preferred), data transfer device (i.e. flash drive), art supplies including: pencils, kneaded eraser, metal ruler, black and gray markers, 9x12 marker and tracing pads, clear push pins, X-Acto knife with #11 blades, portable cutting mat, liquid adhesive (no spraying allowed in classrooms or outside, use spray booth please) and access to a digital camera and/or scanner.

## 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 description).
- \_ Flash drive

## Service Learning (SL) Courses or Credit Bearing Internships

If this course is a service learning course or internship, students must complete a CSU-SJSU Learning Plan & Participation Guide; participate only with an SJSU approved partner organization; and enter all required SL or Internship information in the SJS4-Spartans 4 Service database. More details are available at the links below.

- [\*Definition of service learning:\*](#)  
<http://www.sjsu.edu/ugs/faculty/curriculum/guide/Courses/servicelearning>
- [\*University Policy S02-3 on service learning:\*](#) <http://www.sjsu.edu/senate/docs/S02-3.pdf>
- [\*University Policy S16-14 on Internships, Service Learning, and Off-Campus Learning Experiences:\*](#) <http://www.sjsu.edu/senate/docs/S16-14.pdf>

## Faculty Web Page and MYSJSU Messaging

Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on the faculty web page at <https://sites.google.com/a/sjsu.edu/ghom99/>. The messaging system through MySJSU will not be used in this class. Email contact is preferred instead of messaging.

## Course Description

Study and demonstration of letterforms and fundamental typographic principles. Emphasis on the vocabulary of typographic form and its relationship to message/purpose. 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 typographical work, testing knowledge of elements of typography and giving presentations.

## Course Goals

This is a studio-intensive course where exercises, assigned projects, and a midterm will address the graphic design program Student Learning Objectives, to view please visit: [http://www.sjsu.edu/design/design\\_programs/graphic\\_design\\_program/](http://www.sjsu.edu/design/design_programs/graphic_design_program/)

Students will develop typographic thinking by drawing letterforms in class, working with word, text, and grid, researching type history and use. The course also provides thorough investigation in the readability and legibility of type, as well as what effect type has on the reader.

## **Course Learning Outcomes (CLO)**

Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving utilizing the following interrelated theories.

Upon successful completion of this course, students will be able to:

1. LO 1: Investigate and differentiate several typefaces;
2. LO 2: Articulate the major theories and rules underlying typography;
3. LO 3: Explain the underlying rationale for each typographic element;
4. LO 4: Explain how typography has shaped the environment;
5. LO 5: Organize information to make compelling and experimental visual expressions.

## **Required Texts/Readings**

*Introduction to Typography*, Joe Miller, PDF file provided

## **Other Readings**

*Visual Grammar*, Christian Leborg, 2006, Princeton Architectural Press ISBN: 1568985819

*Graphic Design Manual*, Armin Hofmann, 1965–2001 ISBN: 3721200063

*Introduction to Two-Dimensional Design: Understanding Form and Function*, John Bowers, Wiley, 1999–2008 ISBN: 0470163755

## **Other technology requirements / equipment / material**

This class requires you to use a laptop computer with necessary layout, illustration and font software (Adobe Creative Suite v6 or higher preferred), data transfer device (i.e. flash drive), art supplies including: pencils, kneaded eraser, metal ruler, black and gray markers, 9x12 marker and tracing pads, clear push pins, x-acto knife with #11 blades, portable cutting mat, liquid adhesive (no spraying allowed in classrooms) and access to a digital camera and/or scanner.

## **Course Printing Allowance**

Students may access the graphic design program's in-house printing facility during the class session's open lab hours, all users must respect the print lab policy's, including wireless printing procedures; the printing allowance includes course related materials only, 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints. The estimated cost for the semester course related supplies/materials outside of course printing allowance is \$200 and will vary according to the individual.

## **Library 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>.

## Course Requirements and Assignments

Participation in discussion and critique is vital to the success of the class. Assignments will include researching designed artifacts, reading from textbooks, developing/creating typographical work, testing knowledge of elements of typography and giving presentations.

## Final Examination or Evaluation

A midterm based upon class lectures and discussions will be given as part of the grading process. Also a final assignment will help determine the participation portion of the grading process.

## Grading Information (Required)

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* - LO 1~2

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

*Formgiving and Presentation skills* - LO 3~ 4

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

*Participation and Preparation* - LO 5

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

## Participation and Preparation

LO 2, 4 and 5 Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

## Determination of Grades

The semester grade will be weighted according to the following percentages:

Exercises (cumulative):	20%
Project 1:	20%
Project 2:	20%
Project 3:	20%
Project 4:	20%

## **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 discussed in class and is unable to convey creative and craft and technical ability as required. Student shows little participation.

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 exercises and projects 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 projects because: 1) Each develops a skill necessary for successful completion of projects. 2) Missing a portion of these projects can lower your course grade substantially.

## **Deadlines and Late Assignments**

During the regularly scheduled class day is when you will submit projects. No extensions will be given except in cases of documented emergencies, serious illness and only with prior arrangements. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation. Assignments will lose a full letter grade for each day late. Graded assignments more than 3 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 to append a project grade. Any other extra credit assignments will be determined at the instructor's discretion.

## **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.
- 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.
- Laptops are 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 adhesive spraying in the class.
- Do not use tabletops as a cutting surface.
- Clean your work area when leaving the classroom. It is expected that there will be 1.5 to 2 hours of homework for each hour of class (including exercises and project work).

## **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 [www.sjsu.edu/gup/syllabusinfo/](http://www.sjsu.edu/gup/syllabusinfo/)

## **Campus Emergency Numbers**

Police 911

Escort Service 4-2222

## **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 [www.sjsu.edu/senate/S07-2.htm](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 [www.sa.sjsu.edu/judicial\\_affairs/index.html](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 and or projects 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.

## DSGD 99-06 (27460), Introduction to Graphic Design Spring 2019 Course Schedule

*Schedule is subject to change with fair notice. Notice will be given in class and via email.*

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1	1/24	Course overview and objectives, Project 1 introduction
2	1/29	Project 1 / Research, work in class
2	1/31	Project 1 / Research, work in class
3	2/5	Project 1 / Research, work in class
3	2/7	Project 1, 2 / Roughs for poster, half size
4	2/12	Project 1, 2 / Roughs (3) for poster, half size, class presentation
4	2/14	Project 2 / Work in class, one-on-one reviews
5	2/19	Project 2 / Refined poster, class presentation
5	2/21	Project 2 / Work in class, one-on-one reviews
6	2/26	Project 2 / Full size poster review
6	2/28	Project 2 / Final full size poster due, Project 3 introduction
7	3/5	Project 3 / Research, structure prototypes, work in class
7	3/7	Project 3 / Refined structure prototypes, work in class
8	3/12	Project 3 / Rroughs for brochure applied to structure
8	3/14	Project 3 / Work in class
9	3/19	Project 3 / Refined brochure, one-on-one crits
9	3/21	Project 3 / Final brochure due, Project 3 introduction
10	3/26	Project 4 / Research, work in class
10	3/28	Project 4 / Rroughs for sign due (3)
11	4/2	Spring Break / No Class
11	4/4	Spring Break / No Class
12	4/9	Project 4 / Refined sketch review, rough models due
12	4/11	Project 4 / Refined sketch review, rough models due
13	4/16	Project 4 / Refined dimensional structure, one-on-one crits
13	4/18	Project 4 / Final sign due, Project 5 introduction



<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
<b>14</b>	4/23	<b>Project 5 / Research, story outline due, work in class</b>
<b>14</b>	4/25	<b>Project 5 / Roughts for storyboard due (2)</b>
15	4/30	<b>Project 5 / Class presentation, work in class</b>
15	5/2	<b>Project 5 / Refined storyboard and animation, one-on-one crits</b>
<b>16</b>	5/7	<b>Project 5 / Final completed animation and storyboard due</b>
<b>16</b>	5/9	<b>Last day of class, final assignment(s) due, critique and discussion</b>
17	TBD	<b>Final Exam</b>