Study and demonstration of letterforms and fundamental typographic principles. Emphasis on the vocabulary of typographic form and its relationship to message/purpose.

Students will learn about the anatomy, history and fundamentals of typography, as well as develop typographic skills through exploration, research and discussions on the use of letterforms as a way of communicating information with clarity and meaning.

Students will focus on using typography only—no illustrations, graphic elements, or other imagery will be used—to explore type’s ability to convey meaning, identity, hierarchy, tone, and visual power.

GD majors: ART 24/ANI 24, DSGD 63, DSGD 83
IT majors: DSIT 10 and 83
ID majors: DSID 22 or DSGD 83 & concurrently enrolled in DSID 22
ANI majors: ANI 50

Graphic Design majors: it is recommended that you visit a Graphic Design advisor—Chang Kim, Randall Sexton, or Nelson Tan—at least once a semester to keep your graduation on track. Note that students considering the BFA program may not gain acceptance if overall earned units (all colleges) exceeds 90 at time of application.

- Laptop with Adobe CC and fonts as specified in each project.
- Digital camera (mobile phone camera ok).
- Supplies: tracing paper, sketchbook (regular & gridded), pencils, metal ruler, drafting tape, clear push pins, x-acto knife with #11 blades, portable cutting mat (18” x 24”), black museum boards.

- The Elements of Typographic Style, Robert Bringhurst
- Shaping Text, Jan Middendorp
- Thinking with Type, Ellen Lupton

Office hours: M/W 11:45am–12:15pm, Art 233
Email: julio.martinez@sjsu.edu
(Emails will not be answered when sent 1 day before a due date)

The schedule and due dates will be continuously updated on the resource site (see top of page). The site will also have files, recommended books, links, and any announcements.
Each project will receive a letter grade A–F, according to University policy, and will be evaluated along the following criteria:

- **Concept (40%)**: Showing solid ideas and a thorough range of exploration in developing directions.
- **Execution (40%)**: Effectiveness and visual power of final solution, as well as craftsmanship of all final assignments submitted.
- **Process (20%)**: Overall engagement, attention to deadlines and participation during classes, exercises, presentations and reviews.

All projects will be due at the start of class on the dates outlined in the schedule. Late projects will not be accepted without prior warning, and will be subject to an F unless prior arrangements have been made (health, family emergency, etc.). Projects cannot be redone for reevaluation.

With each printed project, you will also turn in digital files as follows:

- (1) your final piece and (2) your in-progress comps
- Upload to Google Drive. (You will receive email invitation to shared folder. Use your @sjsu.edu address, if possible).
- Submit documents in PDF format only—no source files.
- When more than one page is needed to show final pieces and/or studies, use multiple pages within PDF’s, not multiple separate files.
- Please keep uploads no larger than 50MB
- Name your files as follows:
  - “lastname_firstname_99_project1_final.pdf”
  - “lastname_firstname_99_project1_progress.pdf”

In addition to the core projects, a series of exercises will be done throughout the semester to explore principles related to the course work. The exercises will not receive letter grades—they are credit/no credit—but they do carry a point value (see table above).
Expenses

Estimated cost will vary depending on the individual, but will range between $100–$300. Your tuition includes a lab fee of $45, which provides printers, supplies, and networking services for in-class b&w color prints. (Limit 50 b&w / 30 color prints. Printing for this class only. Tabloid or letter sheet size. Unused prints do not "roll over" to other classes. Larger prints must be acquired from outside sources.)

Class Policy

• Expect at least 1.5 to 2 hours of homework for each hour of class
• Be on time & prepared with the work due each day
• If you are more than 20 minutes late for class you will be counted as absent. Three tardy arrivals in any configuration equals an absence.
• In case of an absence, you are responsible to stay on track with deadlines and assignments. Check the website or ask a classmate.
• No eating (food & drink only allowed during breaks)
• No talking on mobile phones, personal chatting or working on projects from other classes during class time.
• No spray adhesives indoors or cutting on tabletops (use a mat)

University Policy

• In case of emergency, call police at 911 or Escort Service 4 2222
• 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. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at www.sjsu.edu/aec/ to establish a record of their disability.
• You are responsible for understanding add/drop policies and procedures. (02/09: Last day to drop; 02/16: Last day to add) Refer to the current semester’s Catalog Policies, located at: info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic calendar web page: www.sjsu.edu/academics/.
• Your own commitment to learning, as evidenced by your enrollment at San José State University and the University's Academic Integrity Policy (http://www.sjsu.edu/studentconduct/docs/S07-2.pdf), require you to be honest in all your academic course work. Faculty members are required to report all alleged violations of the Academic Integrity Policy to http://www.sjsu.edu/studentconduct/facultyand-staff/Academic_Integrity/. Instances of academic dishonesty will not be tolerated. Cheating 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 failure in the course and administrative 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 in your assignment any material you have submitted, or plan to submit for another class, please note that San José State’s Academic Integrity Policy requires approval of instructors.
University Resources

- 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.

- 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. To learn more about the departments and opportunities and services, visit http://www.sjsu.edu/studentaffairs/.

- 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. Visit http://peerconnections.sjsu.edu.edu for more information.

- 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. The writing specialists are well trained to assist all students at all levels within all disciplines to become better writers. Visit http://www.sjsu.edu/writingcenter/ for more information.

- 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. Peer Mentor services are free and available on a drop-in basis, no reservation required. Visit http://peerconnections.sjsu.edu/mentoring/ for more information.
# DsGD 99 Introduction to Typography

San José State University / Dept. of Design  
Spring 2016 / Section 3 / M/W, 3:30–6:20 / Art 212  
Julio Martínez / julio.martinez@sjsu.edu  
Site: sites.google.com/a/sjsu.edu/dsgd99

## Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/01</td>
<td>First day of class / Introduction / Exercise</td>
</tr>
<tr>
<td>02/03</td>
<td>Slide show / Work in class / Exercise</td>
</tr>
<tr>
<td>02/08</td>
<td>Work in class / Individual review / Exercise</td>
</tr>
<tr>
<td>02/10</td>
<td>Work in class / Individual review / Exercise</td>
</tr>
<tr>
<td>02/15</td>
<td>Work in class / Individual review</td>
</tr>
<tr>
<td>02/17</td>
<td>Work in class / Group review</td>
</tr>
<tr>
<td>02/22</td>
<td>Work in class / Individual review</td>
</tr>
<tr>
<td>02/24</td>
<td>Project 1 Presentation 1 Due</td>
</tr>
<tr>
<td>02/29</td>
<td>Work in class / Individual review</td>
</tr>
<tr>
<td>03/02</td>
<td><strong>Project 1 Final Presentation Due</strong></td>
</tr>
<tr>
<td>03/07</td>
<td>Slide show / Exercise / Project overview</td>
</tr>
<tr>
<td>03/09</td>
<td>Work in class / Individual review / Exercise</td>
</tr>
<tr>
<td>03/14</td>
<td>Work in class / Individual review / Exercise</td>
</tr>
<tr>
<td>03/16</td>
<td>Work in class / Group review / Exercise</td>
</tr>
<tr>
<td>03/21</td>
<td>Work in class / Individual review</td>
</tr>
<tr>
<td>03/23</td>
<td>Project 1 Presentation 1 Due</td>
</tr>
<tr>
<td>03/28</td>
<td>Spring Break</td>
</tr>
<tr>
<td>03/30</td>
<td>Spring Break</td>
</tr>
<tr>
<td>04/04</td>
<td>Work in class / Group review</td>
</tr>
<tr>
<td>04/06</td>
<td>Work in class / Individual review</td>
</tr>
<tr>
<td>04/11</td>
<td><strong>Project 2 Final Presentation Due</strong></td>
</tr>
<tr>
<td>04/13</td>
<td>Slide show / Exercise / Project overview</td>
</tr>
<tr>
<td>04/18</td>
<td>Work in class / Individual review / Exercise</td>
</tr>
<tr>
<td>04/20</td>
<td>Work in class / Individual review / Exercise</td>
</tr>
<tr>
<td>04/25</td>
<td>Work in class / Group review / Exercise</td>
</tr>
<tr>
<td>04/27</td>
<td>Work in class / Individual review</td>
</tr>
<tr>
<td>05/02</td>
<td>Project 1 Presentation 1 Due</td>
</tr>
<tr>
<td>05/04</td>
<td>Work in class / Individual review</td>
</tr>
<tr>
<td>05/09</td>
<td>Quiz / Work in class / Group review</td>
</tr>
<tr>
<td>05/11</td>
<td><strong>Found Type Due / Work in class / Individual review</strong></td>
</tr>
<tr>
<td>05/16</td>
<td><strong>Project 3 Final Presentation Due</strong></td>
</tr>
</tbody>
</table>

**Important:** Refer to class resource site for detailed schedule, which will include smaller due dates & other assignments, as well as any scheduling changes. All dates subject to change.
Anatomy of letterforms

stem   bowl   ascender   terminal
serif  descender   crossbar   counter   finnial   x-height

descender

Typeface

capline
midline
baseline

terminal

Details & Punctuation

em dashes are used to interrupt the flow of a thought and insert a related idea or detail. No spaces are used around the em dashes. (Never use two hyphens): an idea—like this—is rare

en dashes are used to indicate a numerical range. The dash stands for the word “to.” (Never use a hyphen): 1875–1905

hyphens are only used to hyphenate words or names: Tobias Frere-Jones

hyphenation of words should follow the proper convention of the language (refer to the separation of syllables seen in a dictionary) and avoid awkward reading; also, always leave at least two characters behind and take at least three forward when hyphenating at the end of a line, and avoid more than two consecutive hyphenated lines. Finally / setting / unacceptable / letters

hatch marks, not quotation marks, should be used to indicate inches and feet: 5’ 10”

quotation marks (or “smart quotes”), not hatch marks, should be used in quotations. Single quote marks serve as apostrophes: “I’m here”

hanging punctuation is used so that quotation marks, commas, and other punctuation do not eat into the paragraph and interrupt the flush edge: “I haven’t heard of him.”

omission of letters or numbers is always marked by an apostrophe, in place of each character being left out: Rock ’n’ Roll / Fishin’ / ’90s

single spaces should always be used between sentences. (Never use two spaces—a common habit used by writers): That sounds fine. Call me later.

an ellipsis can be made by tracking three periods, or by using the ellipsis character of a font. After a sentence, use four dots (ellipsis plus period). And then...they all came....

a widow is a single word or very short line at the end of a column. An orphan is a single word or very short line at the beginning of a column. Both should be avoided as much as possible. (A common way of remembering the difference between these terms is to think of it as age—an orphan appears at the “birth” (beginning) of a column, while a widow appears at the “death” (end) of a column.

a rag is the non-flush edge of a paragraph (e.g., this paragraph is flush left, ragged right). These are used to respect the flow of natural language in a body of text, without justifying the type. Visually, rags should not make concrete shapes and appear as organic and random as possible, without relying on hyphenation.
Glossary

**ascender** the part of a lowercase character that rises above the x-height.

**baseline** the line upon which all characters rest.

**bowl** the round or elliptical forms that are the basic shape of characters such as B, G, O.

**cap height** the distance from baseline to capline, which is approximately the height of an uppercase character.

**capline** the line reached by the ascenders of a character.

**character** an individual letter, numeral, punctuation mark or symbol in a typeface.

**counter** the wholly or partially enclosed white space of a letterform.

**descender** the part of a lowercase letter that falls below the baseline.

**em** a distance equal to the size of any type. (e.g., an em is 8pt wide in 8pt. type) an "em space" and an "em dash" are the width of an em.

**en** half an em.

**font** traditionally, this defined all the characters of one size of one weight of a typeface. (e.g., 12 pt. Helvetica Italic) with the advent of computer fonts, this definition evolved, and is no longer size-specific. it now refers to one particular version of a typeface (Helvetica Light) or, more commonly, the digital version of a typeface.

**glyph** an alternate version of a character (e.g., i / ï)

**grotesque/gothic** outdated terms for sans-serif, though still in use in names of certain typefaces.

**italic** letterforms more cursive than roman that slant to the right.

**justify** aligning type so that it is flush on both left and right.

**kern** the part of a letter that extends into the space of another. "kerning" refers to the act of visually altering the spacing of letter combinations so that parts of one letter project over or under the other.

**lead** the vertical distance from baseline to baseline. Also called "leading."

**ligature** two or more letterforms designed together as one character (e.g. ff or fi).

**lining figures** numerals designed to match uppercase characters (as opposed to old-style figures). also referred to as "titling figures."

**measure** the standard length of the line.

**old style figures** numerals that have ascenders and descenders, sometimes called "ranging figures" or "text figures."

**pica** a unit equal to 12 points used to measure the length of a line of type. there are approximately 6 picas in an inch.

**point** a unit used to measure the sizes of fonts and leading. there are 12 points in a pica, and approximately 72 points in an inch. the point size encompasses a font’s entire body, from the lowest descender to the highest ascender—not the height of any one character.

**roman** type that is upright, not slanted.

**serif** the small stroke that projects from the top or bottom of a main stroke of a letter.

**sans-serif** type without serifs.

**slope** the angle of the stems and ascenders/descenders of letterforms (most vary between 2° and 20°).

**small caps** capital letters that are about the same size as a font’s x-height.

**stem** a main stroke of a letter, that is more or less straight.

**stroke** any single line, straight or curved, in a character of type.

**tracking** the process of uniformly altering the space between all letters in a line of text (also called "letter-spacing").

**U&lc** abbreviation for upper and lowercase type set together.

**x-height** the distance between the baseline and the midline of a letterform.

**typeface** a set of one or more fonts designed cohesively as an entire family (roman, italic, condensed, etc).
There are three main formats of digital type: OpenType (cross-platform type that is the new standard in professional type), Postscript Type 1 (the previous standard for professional use), and TrueType (most common in Windows). All digital type is software that is subject to the same range of licensing and pricing as any other software.

In both Mac OS and Windows, having too many fonts activated at one time can slow performance and make font menus in applications like Illustrator and InDesign overly large and slow. Font management applications like Font Book and third party software can simplify and speed font menus and selection.

Installing fonts in Mac OS
Before you install any fonts, quit all open applications. If you don’t quit an application before you install new fonts, you may need to relaunch the application before it will see the new font(s).

Installing fonts in OS X is a drag-and-drop process. There are several places to install fonts; the location depends on whether or not you want other users of your computer (if any) or other individuals on your network (if applicable) to be able to use the fonts.

If you want fonts to only be available to you, drag them to the yourusername/Library/Fonts folder.

If you want fonts to be available to anyone who uses your computer, drag them to the Library/Fonts folder. You will need to supply an administrator password in order to make changes to the Fonts folder.

To quickly install individual fonts, double-click on a font file, then click “Install” in the preview box. To install several fonts at once, select a continuous group of fonts with the shift key held down, or a random group with command key held down, and then double click then click “Install” in the preview box.

You can also launch Font Book in the Applications folder, and in the upper left menu choose “Add Fonts.” From the dialogue box, navigate to the fonts you want to install, select the folders or individual fonts, and click “Open” to install the fonts.

Font Book, included in OS X, can be also be used to preview and organize fonts. Font Book lets you manage your fonts, including installing, uninstalling, viewing, and organizing them. You can find Font Book at /Applications/Font Book, or by selecting Applications from the Go menu, and then locating and double-clicking the Font Book application.

In addition to installing a font by clicking and dragging, you can also install a font by double-clicking the font file, which will launch the Font Book application and display a preview of the font.

Click the Install Font button in the lower right corner of the preview window to install the font. Note: This will install the font in your user Fonts folders; it will not be accessible to anyone else who uses your computer. If you want the font to be available to everyone, click the Font Book menu, select Preferences, and then select Computer from the Default Install Location drop-down menu.

One advantage of using Font Book to install a font is that it will validate a font before installing it. This lets you know if there are any problems with the file, or if there will be any conflicts with other fonts.

Installing fonts in Windows
Windows 7 and Windows 8: Right-click the font you want to install and click Install.

Windows Vista:
Open Fonts by clicking the Start button, clicking Control Panel, clicking Appearance and Personalization, and then clicking Fonts.

Click File, and then click Install New Font. If you don’t see the File menu, press ALT.

In the Add Fonts dialog box, under Drives, click the drive where the font that you want to install is located.

Under Folders, double-click the folder containing the fonts that you want to add.

Under List of fonts, click the font that you want to add, and then click Install.
**Proofreader's Marks**

Content adapted from *Type Reader*, by Joe Miller (available in its entirety at class site)

Proofreader's marks are used to communicate changes and corrections in type to those responsible for its design and production. Demonstrated here are some of the most common proofreader's marks.

<table>
<thead>
<tr>
<th>mark</th>
<th>meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>![insert word]</td>
<td>insert this word</td>
</tr>
<tr>
<td>![delete word]</td>
<td>delete word</td>
</tr>
<tr>
<td>![capitalize]</td>
<td>Capitalize</td>
</tr>
<tr>
<td>![set in small caps]</td>
<td>set in SMALL CAPS</td>
</tr>
<tr>
<td>![set in italic type]</td>
<td>set in italic type</td>
</tr>
<tr>
<td>![set in bold type]</td>
<td>set in bold type</td>
</tr>
<tr>
<td>![correct letter marked]</td>
<td>correct letter marked</td>
</tr>
<tr>
<td>![set letter lower case]</td>
<td>set letter lower case</td>
</tr>
<tr>
<td>![close up a space]</td>
<td>close up a space</td>
</tr>
<tr>
<td>![start a new line]</td>
<td>start a new line at this point</td>
</tr>
<tr>
<td>![bring text up from the next line]</td>
<td>bring text up from the next line</td>
</tr>
<tr>
<td>![move to the right]</td>
<td>move to the right</td>
</tr>
<tr>
<td>![move to the left]</td>
<td>move to the left</td>
</tr>
<tr>
<td>![paragraph]</td>
<td>paragraph</td>
</tr>
<tr>
<td>![space]</td>
<td>space</td>
</tr>
<tr>
<td>![disregard proofreader's mark]</td>
<td>disregard proofreader's mark</td>
</tr>
</tbody>
</table>