

**San José State University**  
**Department of Design**  
**DSGD 99 Introduction to Typography**  
**Section 02**  
**Spring 2015**

<b>Instructor:</b>	Joe Miller, Lecturer, Graphic Design
<b>Office Location:</b>	San José State University, Art Building 327
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<b>Email:</b>	joe.miller@sjsu.edu
<b>Office Hour:</b>	Mon 11:30am–12:30pm in Art 212
<b>Class Days/Time:</b>	Mon/Wed 12:30pm–3:20pm
<b>Classroom:</b>	ART 212
<b>Prerequisites:</b>	<b>GD majors:</b> ANI 24, DSGD 63, DSGD 83 <b>IT majors:</b> DSIT 10, DSIT 83 <b>ID majors:</b> DSID 22, or completion of DSGD 83 and enrolled in DSID 22 <b>ANI majors:</b> ANI 50
<b>Course Fees:</b>	\$45

**This course is 3 semester units and graded.**

**Faculty Web Page and MYSJSU Messaging**

Course materials such as the syllabus, reader, project descriptions with due dates, etc., will be posted on the faculty web page at <http://www.sjsu.edu/people/joe.miller/>. You are responsible for receiving notices through the MySJSU email system.

**Course Description**

This semester long studio experience engages a series of problems exploring methods of visual organization and communication utilized in typography and graphic design. The course also develops skills in the basic interrelated theories on how to work with letterforms as design elements; included are the critical examination of ideas, two-dimensional spaces, and the relationship between some production methods and materials.

## **Student Learning Objectives**

This is a studio-intensive course where projects will address the graphic design program Student Learning Objectives.

## **Course Content Learning Outcomes**

Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving utilizing interrelated aspects of typography:

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

- LO 1 – Identify letterforms and anatomy
- LO 2 – Understand type terminology
- LO 3 – Identify type style (roman, regular, italic, bold, etc.)
- LO 4 – Identify families of type
- LO 5 - Identify fonts, and character sets
- LO 6 - Develop typographic craft, care, and precision
- LO 7 - Measure, and how to align type
- LO 8 - “See” type, (e.g., legibility, and readability)
- LO 9 - Recognize type for appropriateness, and purpose
- LO 10 - Understand type as image

Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within this class. You will be encouraged to develop evaluative skills, and articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements.

## **Required Texts/Readings**

*Type: Introduction to Typography (dsgd 99 course reader)*, Joe Miller  
free download at course web page (always have this document available to you in class)

## **Strongly Recommended Texts/Readings**

*A Type Primer*, John Kane, Prentice Hall, 2003, 2011  
*The Elements of Typographic Style*, Robert Bringhurst, Hartley and Marks, 1997–2004

## **Library Resources (liaison):**

The San Jose State University Library has specialized support for Design online at <http://libguides.sjsu.edu/design> or by appointment with Librarian Rebecca Feind: [rebecca.feind@sjsu.edu](mailto:rebecca.feind@sjsu.edu) or 408-808-2007.

## **Materials Required In Class:**

- Laptop computer with software (Adobe Creative Cloud) and wireless access
- Appropriate fonts (Helvetica or Univers families required as in project description)
- Always have your working digital files, research, and reference materials

- Reliable data backup
- Drawing and sketching materials: pencil, kneaded eraser, ruler, paper, etc.
- Black, gray, and color markers, extra fine to wide
- 9x12 marker pads and tracing pads
- Clear push pins

#### **Additional Materials Required:**

- Digital color printer (capable of 13x19 output if practical)
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and #11 blades in dispenser/disposal unit
- Portable cutting surface (required for cutting in classrooms)
- Graphic arts adhesive (no spraying allowed in building)

#### **Expenses**

Estimated cost for semester supplies/materials will vary according to the individual. There is a \$45 fee for this course support, networking, software licensing, printing consumables, and related infrastructure and includes an allocation of black and white and/or color 8.5x11 or 11x17 prints. Students are responsible for larger prints or where timing of presentations do not allow for printing in class.

#### **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 required to observe the following:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain 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 care not to disturb others when you leave.
- Critiques begin 15 minutes after official class start time; **no work is to be added to the wall or other critique area after a critique begins.** It is your responsibility to inform yourself of any announcements or requirements that you miss during any class time—do not interrupt class to ask about these. Remain after class if you have questions.
- Devices, apps, and services not directly pertaining to your participation in this class must be turned off before class starts. This means you may not place or receive calls, messages, play games, check e-mails, surf the web, check social media, etc., in class.
- Please do not eat during class. Do not have food or drink in class that is distracting or potentially damaging to work areas.
- Socializing during critiques, lectures, or when other students are presenting material is counterproductive and inconsiderate.
- No spray adhesives are allowed in the class or building.
- Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.

It is expected that there will be 1.5 to 2 hours of homework for each hour of class.

## **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/academics/>. 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 Policies**

**The project and course performance will be evaluated according to the following components** Each project (4 or more) 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 1~3**

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

### **Formgiving skills - LO 1, 2, and 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.

### **Presentation skills - LO 4 and 5**

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 2 and 3**

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

### **Project grades will be weighted according to the following percentages:**

Project 1	25%
Project 2	25%
Project 3	25%
Project 4	25%

### **Participation Effect on Grading**

Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A as outlined in this document. Projects will be graded in the areas of concept, form, objectives, and execution. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation (“on-time” means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation). Students missing only one of these deadlines will be rewarded by the addition of one-quarter point to their semester score. Missing three will cause the deduction of one quarter point; missing four, a deduction of one half point; missing six, of one point; and missing eight or more will result in a failure grade. Project scores are averaged and participation scores figured in. Due to the addition or subtraction of participation scores, project scores are not the only basis for semester grades.

### **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 projects because:

- 1) Each develops a skill necessary for successful completion of projects.
- 2) Missing one or more of these projects will lower your course grade substantially.

### **Deadlines**

Intermediate and final project due dates will be provided with project documentation. Any changes to due dates will be announced at least one class meeting in advance. No extensions will be given except in cases of documented emergencies, such as 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 class day late. Graded assignments more than 3 class 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 projects in this class.

## **University Policies**

### **Academic Integrity**

Your commitment as a student to learning is evidenced by your enrollment at San José 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.sjsu.edu/studentconduct/>. 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.

### **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 Accessible Education Center (AEC) at <http://www.sjsu.edu/aec/> to establish a record of their disability.

**Other resources:**

**Student Affairs**

<http://www.sjsu.edu/studentaffairs/>

**SJSU Writing Center**

<http://www.sjsu.edu/writingcenter/>

**Peer Mentor Center**

<http://peerconnections.sjsu.edu>

**Campus Emergency Numbers**

Police: 911

Escort Service: 4-2222