

dsgd 099 introduction to typography

san josé state university, spring 2012

section 1, tues/thurs 3:00 to 5:50, art room 201

section 3, tues/thurs 12:00 to 2:50, art room 212

instructor: joe miller

office hours: tues/thurs 11:00 to 12:00, art room 327

contact: joe.miller@sjsu.edu

the instructor is not available for project advice via email.

course materials such as the syllabus and assignment sheets may be found at www.sjsu.edu/people/joe.miller/

prerequisites:

art 12, 24, and dsgd 83 (dsid 22 may substitute for dsgd 83; art 13 may substitute for 12). students must show proof of completed prerequisites (major form signed by a design advisor, grade report, or transcript) by the second class meeting.

required text:

course reader, available for download on the class website

recommended reading:

a type primer, by john kane, prentice hall, 2003, 2011 editions
the elements of typographic style, robert bringhurst, hartley and marks, 1997 to 2004 editions

learning objectives and class structure:

the objective of this course is to explore and master the basic roles and applications of typography in visual communication. subjects will include the construction of letterforms, spatial relationships in type, and typographic composition. major projects will combine form and message with an emphasis on the fundamental elements, principles, and attributes of design. several preliminary presentations leading up to each final project will be required. critiques of these preliminary proposals will form most of the in-class content of this course. in-class working sessions will be required, and a formidable amount of out-of-class work will be necessary. along with in-class and homework exercises, four major projects will be assigned. a midterm exam will be given which will count towards participation.

grading:

grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A. projects will be graded on concept, form, objectives, and execution. projects must be turned in when due. one full letter grade per meeting will be deducted on late projects. on-time presentation of exercises, 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 for the course. project scores are averaged and then participation scores are added or subtracted. project scores are not the only basis for semester grades. incompletes will not be granted.

section 1 final exam time: thursday, may 17, 2:45 to 5:00

section 3 final exam time: wednesday, may 23, 9:45 to 12:00

classroom protocol:

- phones and other like devices off—do not take or make calls
- no food that might drip or smell
- no spray adhesives (no sprays at all inside the building)
- no cutting on table tops—use your portable cutting surface
- undivided attention required during critiques: no talking except to entire class and no laptop or other device use
- do not add work to the wall or critique area after a critique or presentation has begun

required in-class materials:

course reader

research and reference materials, and working digital files

pencil, kneaded eraser, ruler

black, gray, and color markers, extra fine to wide

9x12 marker pad and tracing pad

clear push pins

laptop computer, wireless, and with reliable data backup

illustrator, page layout, and fonts software

helvetica type family required, no substitutions

wireless network access: www.sjsu.edu/sjsuone/

other necessary/strongly recommended materials:

reliable data backup plan, software, and hardware

digital color printer capable of 13x19 output

schaedler precision rules

metal non-slip cutting rule

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)

cost of printouts and materials ranges from \$200 to \$400. a lab fee of \$45 provides printers, supplies, and networking services for in-class black laser and color laser prints (limit 50 black and 30 color laser prints on tabloid or letter sheets). printing for this class only. unused accounts do not 'roll over' to other classes. large-scale prints must be acquired from outside sources.

university policies and services:

academic integrity: your own commitment to learning, as well as the university's integrity policy, require you to be honest in all your course work. academic dishonesty will not be tolerated and faculty are required to report all infractions. cheating or plagiarism (presenting the work or ideas of another as your own) will result in a failing grade and sanctions by the university. all assignments are to be completed by the individual student unless otherwise specified. If you would like to use any material you have submitted or plan to submit for another class, sjsu policy F06-1 requires approval of the instructors. see: www.sa.sjsu.edu/judicial_affairs.

campus policy in compliance with the americans with

disabilities act: if you need course adaptations or accommodations because of a disability, or if you would need special arrangements if the building had to be evacuated, please contact the disability resource center (administration 110, 408.924.6000, www.drc.sjsu.edu/). presidential directive 97-03 requires that students requesting accommodations register with the drc to establish a record of their disability.

student services: www.studentaffairs.sjsu.edu/departments