#### New ImageCourse Syllabus

**Course Number:** FS131

**Course Title:** Typography 1

**Class Meetings:** Mondays from 8:00 am to 12:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** steve mehallo

**Email Address:** steve@mehallo.com

**Phone:** 916-331-9172

**Instructor Availability Outside of Class:** via my class@mehallo.com email (fastest way to reach me), or Monday noon–1 PM (directly after class); Tuesdays, Wednesdays, Thursdays 9:30–10:30pm; or by appointment.

## **Typography 1**

**Course Description:**  
This course is an introduction to lettering skills and the history
and foundation of letterforms. The placement of display and text
type in a formatted space, and the relationship between the
appearance and readability of letterforms are explored. Students
hand-rendering type and are introduced to contemporary typesetting
technology.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Demonstrate an understanding of the history and foundation of
  letter forms.
* Distinguish classifications of type families.
* Discuss vocabulary of typography (i.e., Serif and San
  Serif).
* Utilize basic design principles to create well balanced
  typographic compositions.
* Differentiate the difference between positive and negative
  space.
* Compare various methods and choose appropriate solutions to
  solve design problems.
* Apply typography elements as they relate to various design
  problems.
* Discuss and define "good type" vs. "bad type."
* Demonstrate lettering skills by hand

**Course Prerequisite:** None

**Required Text:** Thinking With Type: A Critical
Guide for Designers, Writers Editors, & Students. 2nd Edition.
by Ellen Lupton, Princeton Architectural Press, ©2010, ISBN: ISBN
978-1568989693

**Required Text:** Stop Stealing Sheep & Find
Out How Type Works, 2nd Edition. by Erik Spiekermann and E.M.
Ginger, Adobe Press, ©2002, ISBN: ISBN: 978-0201703399

**Method of Instruction:** Classroom discussions
and critiques, observational research, historical lectures,
in-class exercises, reading and critiques.

**Materials and Supplies:** Comfortable notebook or
sketchbook. Notes will be required for this class, and notebooks
may be collected and incorporated into your Type Development
Project grade at the end of the quarter (at the instructor's
discretion).

***Drawing tools*** *(need as soon as
possible, no later than week 2)*

·             
Speedball Calligraphy Pen Set  
or comparable calligraphy or broad pen set (no drawing or crow
quill sets, they contain nibs that will not work for our
assignments)

·                 
Calligraphy ink (Pelikan 4001 available in the bookstore), do not
buy india ink ? it clogs the pens

·                 
Ink cleaning solution (hand sanitizer is a good alternate, since
our bookstore does not carry the cleaning solution)

·                 
Ink eraser

·             
Technical/drawing pen, .25mm or .50mm (can be Rapidograph or
inexpensive fine tip drawing pen ? do not purchase a roller
ball-type pen or a Sharpie)

*paper (need as soon as possible, no later than week
2)*

·             
8.5x11" transparent vellum 20 ? 50 sheets, do not buy bristol board
that says "vellum" on it (must be transparent  
vellum, you will be doing a lot of tracing)

·             
9x12" marker pen paper pad (also used for tracing)  
Do NOT buy parchment or 'calligraphy' paper (even though the
bookstore carries them).  
We will not be using them in this class.

*drafting tools (need by week 6)*

·                 
.25 or .50 mm mechanical pencil and reï¬ll leads (hb)

·                 
erasing shield

·                 
kneaded rubber eraser

·                 
18" metal ruler with cork back

·                 
mini dusting brush

·                 
flexible curvex (French) curve (flexible is better than the
standard French curves)

·                 
drafting compass

·                 
suggested/optional: green circle template for tracing

*presentation (necessary for final presentation, purchase
after week 10)*

·                 
3 sheets large Canson or Strathmore paper for cover sheets (black
or charcoal gray)

·                 
15x20" Letramax No. 100st, Super Black mounting boards (foam core
will not be accepted)

·                 
#11 X-acto knife with extra blades

*adhesives (necessary for final presentation, purchase after
week 10)*

·                 
White artist tape, any width

·                 
Spray adhesive or Letraset StudioTac/Chartpack drybond adhesive (do
NOT use glue stick)

**Estimated Homework Hours:** 4â8 hours per
week.

**Technology Required:** Internet access,
MyAiCampus access, wordprocessing software and access to a
photocopier (A pay-per-use copier can be found in the Art
Institute's Library).

When use of MyAiCampus.com is required for an assignment, it is
the student's responsibility to report any difficulties with or
confusion about the system at the time they occur?and before the
deadline for the assignment. Deadlines for all assignments?whether
turned in during class or via MyAiCampus.com?are not flexible, and
problems with MyAiCampus.com are not a valid excuse for late
work.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Participation | 8% |
| Assignments | 32% |
| Type Development Project | 60% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

*You are expected to participate in classroom discussions.
Your interest and participation will affect your grade.*

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  Your interest and participation will affect your grade.*
* *Lecture slides contain copyrighted material and will not be
  available for any reason outside of class.*
* *All work is due at the beginning of class, late work will
  not be accepted.*
* All work must be received by the set deadlines. **No Late
  work?**Late work or missed work receives a grade of zero.
  Late work due to extenuating circumstances may be accepted, BUT the
  student must make arrangements with me (the instructor) prior to
  the due date. Regardless of circumstances, penalties will be
  assessed unless you show me paperwork justifying your absence.
* **Project Critiques**: If you arrive late to a
  project critique within the first 60 minutes of the critique, your
  project will lose half a letter grade. If you arrive any time after
  the first 60 minutes, your project will lose one letter grade. Out
  of respect to your fellow design classmates, if you arrive past the
  first 10 minutes of class you forfeit the right to have your
  project critiqued by your peers.
* **Homework Assignments** are to be completed
  before class begins on the due date. Unless you have made prior
  arrangements with me, late homework will NOT be accepted, and will
  be given zero points. If during class you are working on any
  portion of the homework that is due that day, your homework will
  not be accepted, thus losing all possible points. Additionally, you
  will also lose all participation points.
* **In-class Assignments** Unless you have made
  prior arrangements with me (the instructor) you cannot make-up
  missed  
  in-class work. Even though you can't make up lost points, I
  encourage you to do any work you miss for the sake of your own
  learning. Please know that I am always available to give you
  feedback.
* **Participation** reflects the expectation that
  each student attends class; is on time; contributes positively to
  the classroom-learning environment by being attentive, by asking
  questions, by participating during critiques, and by working on the
  given assignment. This is what is meant by "Class time will be
  spent in a productive manner." Points given for participation or
  in-class work will NOT be available to students who are not
  present. NOTE: If you are working on anything other than what you
  are supposed to be working on during class (i.e., working on late
  homework, doing work for another class, reading your email,
  texting, or browsing the internet when it is not part of an
  assignment) you will lose all participation points for that
  day.
* No food allowed in class or lab at any time. Only drinks in
  re-closeable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out or left
  outside the computer lab.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Attendance is mandatory. There is no way to make up missed
  sessions, therefore it is recommended that you attend all class
  sessions.
* However, absences do occur. But there is a catch: You are still
  responsible for all materials covered during any class in which you
  are absent. **The instructor of this course will not inform
  you of what you've missed.** It is strongly suggested you
  team up with other students and follow the Course Outline to keep
  track of class work.
* Lecture/critique/handout materials will not be available from
  your instructor for any class you have missed.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab for this class.
* No use of internet access in class that is not directly related
  to course curriculum.
* Unless directly related to the class, laptops or any electronic
  device (including headphones) are NOT allowed during lectures,
  critiques, and group assignments. It is okay to use headphones
  during any other times*.*
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* *As a courtesy to all, cell phones must be turned
  off.*
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

**Additional Course Requirements:**  
Also in use in this class will be Jan Tschichold's classic
*Treasury of Alphabets and Lettering,* ISBN 978-0393701975.
However, it is currently out of print ? so an abridged digital
reader copy of selected material will be provided free (as a PDF)
via the eclassroom. You will be required to print selected pages
for use in class.

##### Course Outline

|  |  |
| --- | --- |
| **Meeting #**1  Jul 9th, 2012 | **Lecture:** Introduction to history and terminology of graphic design and typography part 1.  **Lab:** Phase 1: Experimental Glyph Project.  **Homework:** Observational assignment 1: bag; Begin reading Sheep book chapters 1?3; get supplies for week 2. |
| **Meeting #**2  Jul 16th, 2012 | **Lecture:** Observational assignment discussion. Introduction to history and terminology of graphic design and typography part 2. Notetaking discussion.  **Lab:** Phase 1: Glyph Project continued.  **Homework:** Observational assignment 2: logos, continue reading Sheep book chapters 4?6. |
| **Meeting #**3  Jul 23rd, 2012 | **Lecture:** Observational assignment 2 due.  **Lab:** Phase 1: Glyph Project continued. Creativity and intuition. *(m)*  **Homework:** glyph generation continued; complete reading Sheep book. |
| **Meeting #**4  Jul 30th, 2012 | **Lecture:** Sheep book Quiz. History of world writing systems, creativity discussion.  **Lab:** Further development of experimental letterforms.  **Homework:** Read Lupton (etextbook) thru page 45; Letterform studies continued. |
| **Meeting #**5  Aug 6th, 2012 | **Lecture:** 20th Century Modern as inspiration/contrast. *(m)*  **Lab:** In class timed "challenge" assignment.  **Homework:** Read Lupton pages 46?83; Observational assignment 3 (WorldType) introduced, due week 7; Observational assignment 4 (Helvetica) introduced, due next week. |
| **Meeting #**6  Aug 13th, 2012 | **Lecture:** Observational assignment 4 (Helvetica) due; Discussion: Swiss International Style, Chancery letterforms.  **Lab:** Phase 2: Italics, development of letterforms, recreating Medieval scribe environment.  **Homework:** Read Lupton pages 87?107; Observational assignment 3 (WorldType) continued, due week 7; letterform studies continued. |
| **Meeting #**7  Aug 20th, 2012 | **Lecture:** Observational assignment 3 (WorldType) due. Discussion: Logotype, Trademark and Wordplay overview.  **Lab:** Phase 3: Traditional Roman letterforms.  **Homework:** Read Lupton pages 108?147; Read the text section of the Tschichold Reader PDF; Letterform studies continued. |
| **Meeting #**8  Aug 27th, 2012 | **Lecture:** Roman letterform discussion. Introduction to traditional design presentations, process books. Time management discussion.  **Lab:** Phase 3: Traditional Roman letterforms. Further development of letterforms using Renaissance-era type tools.  **Homework:** Finish reading Lupton; Roman refinements. Xacto Knife Cut Paper assignment, "Dry run" Wordplay/Process Book option. |
| **Meeting #**9  Sep 3rd, 2012 | Holiday ? no class. |
| **Meeting #**10  Sep 10th, 2012 | **Lecture:** Lupton Quiz. Form and Composition, letterspacing.  **Lab:** Roman refinements continued. Presentation demonstration.  **Homework:** Complete Type Development Project, Process Book w/Wordplay for presentation. |
| **Meeting #**11  Sep 17th, 2012 | **Lecture:** Final project deadline with critique.  **Lab:** Type Development Project, Process Book w/Wordplay presentations. |