COURSE SYLLABUS
DSN130: Typography

Course Description

This class presents an overview of the history, anatomy, and terminology of typography and the importance of type as a design element in digital technology. Students use the computer as a tool for designing effective typographical solutions and apply the fundamentals of typesetting to create well-organized, legible information. Suitable type selection and type design details are thoroughly explored.

General Course Information

Number of Units/Weeks	4/10
#Hours Lecture/#Hours Laboratory/#Hours Homework	30/20/60
Prerequisite(s)	None
Co-requisites (s)	None
Course Developer(s)	Jeanne Burch, B.S.
Date Approved / Last Review	March 2010 / November 2012

Learning Outcomes

Upon successful completion of this course, students will have demonstrated the ability to:
- Combine research with design to create typographical solutions
- Prioritize hierarchical information to devise structured layouts
- Develop functional, aesthetically-pleasing designs
- Demonstrate appropriate typeface selection in electronic media
- Explore type in relation to various media output

Instructional Methods Employed in this Course

- Lecture and Reading Assignments
- Hands-on Exercises and Labs
- Practical application of theory and skills in authentic Design Projects
- Build on prior knowledge and experience of students to enhance richness of class activities
- Research

Information Resources for this Course

📖 **Textbook**

Williams, Robin. The Non-Designer's Type Book. 2nd edition. Berkeley: Peachpit Press, 2006. ISBN: 9780321303363.

📁 **Other Materials**

Coleman College. The College Writer's Guide. San Diego: Coleman College, 2009.

Table/Topics & Assignments

Types of Assignments:

Lecture -
Considered Lecture Hours

Classroom Discussion -
Considered Lecture Hours

In Class Critique -
Considered Lecture Hours

Delivering Oral Presentations -
Considered Lecture Hours

In Class (IC) Exercise -
Considered Lecture Hours

Reading -
Considered Homework (HW), work done outside of class

WebClass lesson (non-online courses) -
Considered Homework (HW), work done outside of class

Lab Work -
Considered Lab Hours

Quiz, Midterm or Final -
Considered Lecture Hours

Week 1						
Type	**Topic/Description**	**LEC Hours**	**LAB Hours**	**HW Hours**	**Point Value**	**Due**
LEC 1A	History of Graphic Design	1	--	--	--	
LEC 1B	Anatomy of Type and Typographical Vocabulary	1	--	--	--	
LEC 1C	Review of MAC OS for Gaming Students	1	--	--	--	
LAB 1A	Begin Project 1	--	2.5	--	--	Week 4
HW 1A	Continue Project 1	--	--	2.5	--	Week 4
HW 1B	Read Intro, Chapter 1 & pgs 208-215 (21 pages)	--	--	2	--	Week 2

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
HW 1C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 2
Total Week 1		3	2.5	6	10	

Week 2

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Helvetica Movie	1.5	--	--	--	
LEC 2B	Group Discussion: Helvetica Movie	0.5	--	--	--	
LEC 2C	Trajan Movie	.1	--	--	--	
LEC 2D	Group Discussion: Trajan Movie	0.5	--	--	--	
LEC 2E	Review & Critique	.4	--	--	--	
LAB 2A	Continue Project 1	--	3	--	--	Week 4
HW 2A	Continue Project 1	--	--	5.75	--	Week 4
HW 2B	Read chapters 29-32 (35 pages)	--	--	3.5	--	Week 3
HW 2C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 3
Total Week 2		3	3	10.75	10	

Week 3

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Review & Critique	.25	--	--	--	
LEC 3B	Fonts & Typefaces	.75	--	--	--	
LEC 3C	Typeface Families	1	--	--	--	
LEC 3D	Outlined & Bitmapped Fonts	1	--	--	--	
LAB 3A	Continue Project 1	--	1	--	--	Week 4
LAB 3B	Anatomy of Type Infographic	--	2	--	20	Week 4
HW 3A	Finish Project 1	--	--	1	200	Week 4
HW 3B	Read pgs 15-18 (4 pages)	--	--	.5	--	Week 4
HW 3C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 4

Total Week 3		3	3	3	230	

Week 4

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Review & Critique	1	--	--	--	
LEC 4B	Readability & Legibility	1	--	--	--	
LEC 4C	Typographical Measurements, Points, Picas, Ems	0.5	--	--	--	
LEC 4D	Typewriting Conventions	0.5	--	--	--	
LAB 4A	Start Project 2	--	2	--	--	Week 7
HW 4A	Continue Project 2	--	--	3.75	--	Week 7
HW 4B	Read chapters 2-7 (25 pages)	--	--	2.5	--	Week 5
HW 4C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 3
HW 4D	Review	--	--	1	10	Week 5
Total Week 4		3	2	8.75	20	

Week 5

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Review & Critique	0.5	--	--	--	
LEC 5B	Alignment	0.5	--	--	--	
LEC 5C	Hyphenation & Justification	0.5	--	--	--	
LEC 5D	Kerning	0.5	--	--	--	
LEC 5E	Indents & Paragraph Spacing	0.5	--	--	--	
EXAM 5A	Mid-term	0.5	--	--	50	
LAB 5A	Continue Project 2	--	2.75	--	--	Week 7
HW 5A	Continue Project 2	--	--	1	--	Week 7
HW 5B	Read Chapters 14-17 & pgs 148 (20 pages)	--	--	2	--	Week 6
HW 5C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 6

Total Week 5		3	2.75	4.5	60	

Week 6

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Review & Critique	.75	--	--	--	
LEC 6B	Hierarchy	.75	--	--	--	
LEC 6C	Widows & Orphans	.75	--	--	--	
LEC 6D	Typographic Elements & Special Characters	.75	--	--	--	
LAB 6A	Continue Project 2	--	1	--	--	Week 7
HW 6A	Finish Project 2	--	--	1	200	Week 7
HW 6B	Read Chapters 13, 18-22 & 26 (31 pages)	--	--	3	--	Week 7
HW 6C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 7
Total Week 6		3	1	5.5	210	

Week 7

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Review & Critique	1	--	--	--	
LEC 7B	Typography for Digital Devices	1	--	--	--	
LEC 7C	Typography in Video Games	1	--	--	--	
LAB 7A	Start Project 3	--	1.5	--	--	Week 10
HW 7A	Continue Project 3	--	--	3	--	Week 10
HW 7B	Read Chapters 23-25 & Typography for Mobile Phone Devices (30 pages)	--	--	3	--	Week 8
HW 7C	Research & Bring 6 Examples from Reading	--	--	3	20	Week 8
Total Week 7		3	1.5	9	20	

Week 8

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Review & Critique	2	--	--	--	
LEC 8B	Technology & Font Management	1	--	--	--	
LAB 8A	Continue Project 3	--	2.25	--	--	Week 10
HW 8A	Continue Project 3	--	--	2.75	--	Week 10
HW 8B	Read Chapters 8-12 (23 pages)	--	--	2.25	--	Week 9
HW 8C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 3
Total Week 8		3	2.25	6.5	10	

Week 9

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Review & Critique	1	--	--	--	
LEC 9B	Seeing Color Differently (Color Blindness)	1	--	--	--	
LEC 9C	Seeing Color Differently (Age Related Color Deficiencies)	1	--	--	--	
LAB 9A	Continue Project 3	--	2	--	--	Week 10
HW 9A	Finish Project 3	--	--	1	200	Week 10
HW 9B	Read Chapters 27-28 (6 pages)	--	--	.5	--	Week 10
HW 9C	Research & Bring 3 Examples from Reading	--	--	1.5	10	Week 3
HW 9D	Reference Binder	--	--	2	10	Week 10
HW 9E	Visual Aids	--	--	1	10	Week 10
Total Week 9		3	2	6	230	

Week 10

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Review & Critique	2.5	--	--	--	
Final 10A	Papa Bear Test	0.5	--	--	100	Week 10
Total Week 10		3	0	0	100	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	History of Graphic Design; Anatomy of Type and Typographical Vocabulary; Review of MAC OS for Gaming Students	3	2.5	6
2	Helvetica Movie; Trajan Movie	3	3	10.75
3	Fonts & Typefaces; Typeface Families; Outlined & Bitmapped Fonts	3	3	3
4	Readability & Legibility; Typographical Measurements, Points, Picas, Ems; Typewriting Conventions	3	2	8.75
5	Alignment; Hyphenation & Justification; Kerning; Indents & Paragraph Spacing; Mid-term	3	2.75	4.5
6	Hierarchy; Widows & Orphans; Typographic Elements & Special Characters	3	1	5.5
7	Typography for Digital Devices; Typography in Video Games	3	1.5	9
8	Technology & Font Management	3	2.25	6.5
9	Seeing Color Differently (Color Blindness); Seeing Color Differently (Age Related Color Deficiencies)	3	2	6
10	Review & Critique; Papa Bear Test	3	0	0
Total		30	20	60

Table/Point Breakdown

Assignment Type	Possible Points	Percent of Grade
HW 1C, Examples from Reading	10	1 %
HW 2C, Examples from Reading	10	1 %
LAB 3B, Anatomy of Type Infographic	20	2 %
HW 3A, Project 1	200	20 %
HW 3C, Examples from Reading	10	1 %
HW 4C, Examples from Reading	10	1 %
HW 4D, Review	10	1 %
EXAM 5A, Midterm	50	5 %
HW 5C, Examples from Reading	10	1 %
HW 6A, Project 2	200	20 %
HW 6C, Examples from Reading	10	1 %
HW 7C, Examples from Reading	20	1 %
HW 8C, Examples from Reading	10	1 %
HW 9A, Project 3	200	20 %
HW 9C, Examples from Reading	10	1 %
HW 9D, Reference Binder	10	1 %
HW 9E, Visual Aids	10	1 %

EXAM 10A, Final	100	10 %
Participation	100	10 %
Total	1000	100%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

Percent	Letter Grade	Grade Points
94-100	A	4
90-93	A-	3.67
87-89	B+	3.33
84-86	B	3
80-83	B-	2.67
77-79	C+	2.33
74-76	C	2
70-73	C-	1.67
67-69	D+	1.33
64-66	D	1
60-63	D-	0.67
N/A	INC	0
N/A	W	0
60 or above	CR	0
59 or below	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0

Legend	
CR = Credit	NC = No Credit
I = Incomplete	W = Course Withdrawal
AU = Audit	TR = Transfer Credit
WV = Waiver	

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.