COURSE SYLLABUS
DSN400: Advanced Typography

Course Description

Students will develop a deeper understanding of the importance of typography in graphic design. Modern type history (from 1940) will be presented, noting influential type designers and their contribution to trends in graphic design. Students will learn how fonts are designed, marketed and sold – from traditional type foundries to the Internet. Specific characteristics of type families will be explored in detail.

General Course Information

Number of Units/Weeks	4/10
#Hours Lecture/#Hours Laboratory/#Hours Homework	35/10/70
Prerequisite(s)	DSN130
Co-requisites (s)	None
Course Developer(s)	Ellen Herroon, M.Ed.
Date Approved / Last Review	August 2004 / June 2014

Learning Outcomes

Upon successful completion of this course, students will have demonstrated the ability to:
- Describe the influence of type designers on graphic design.
- Contrast the nuances and details of type anatomy and letterform design.
- Evaluate the selection of appropriate fonts based on design criteria.
- Explain own decision making process while participating in group critique
- discussions.
- Appraise other students' efforts while participating in group critique discussions.
- Design and develop a complete original type face, including upper and lower case letter forms.

Instructional Methods Employed in this Course

- Lecture and reading assignments
- Group critique discussions
- Exercises
- Practical application of theory and skills in authentic design projects
- Build on prior knowledge and experience of students to enhance richness of
- class activities

Information Resources for this Course

📖 **Textbook**

Amdur, David A. (2007). Typographic Design in the Digital Studio: Design Concepts. NY, Thompson Delmar Learning. ISBN-13: 978-1401880934.

📁 **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	Review of Important Developments in Typographical History	2	--	--	--	
LEC 1B	Looking at Fonts Over Time	1.25	--	--	--	
LEC 1C	Ideas for Typeface Design	.25	--	--	--	

	Inspiration					
LAB 1A	Research and Sketches	--	1	--	--	
HW 1A	Continue Research and Sketches	--	--	3	--	Beginning of Week 2
HW 1B	Read Chapter 6 (44 pages) Evaluated by ELP 1C	--	--	4.5	--	
HW 1C	Chapter Review Questions (14 Qs)	--	--	1	3	End of Week 1
Total Week 1		3.5	1	8.5	3	

Week 2

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Whole Class Critique Discussion	1	--	--	--	
LEC 2B	An Overview and Review of Type Design	1.5	--	--	--	
LEC 2C	Special Considerations	.5	--	--	--	
LEC 2D	Onto the Computer	.5	--	--	--	
LAB 2A	Lowercase n, o, p	--	.5	--	--	End of Lab Week 2
LAB 2B	Lowercase "hamburgefonts"	--	.5	--	--	
HW 2A	Continue Lowercase "hamburgefonts"	--	--	3	--	Beginning of Week 3
HW 2B	Read Chapters 2&5 (14 pages) Evaluated by ELP 2C	--	--	1.5	--	
HW 2C	Chapter Review Questions (58 Qs)	--	--	4	5	End of Week 2
Total Week 2		3.5	1	8.5	5	

Week 3

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Whole Class Critique Discussion	1	--	--	--	
LEC 3B	Type Design Standards	1.5	--	--	--	
LEC 3C	Digital Specifications	1	--	--	--	
LAB 3A	Uppercase H, O, D	--	.5	--	--	End of Lab Week 3
LAB 3B	Uppercase	--	.5	--	--	

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
	"HAMBURGEFONTS"					
HW 3A	Continue Uppercase Letterforms "HAMBURGEFONTS"	--	--	3	--	Beginning of Week 4
HW 3B	Read Chapters 1&12 (14 pages) Evaluated by ELP 3C	--	--	1.5	--	
HW 3C	Chapter Review Questions (52 Qs)	--	--	3.5	--	End of Week 3
Total Week 3		3.5	1	8	5	

Week 4

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Whole Class Critique Discussion	1.5	--	--	--	
LEC 4B	Influential Type Designers	2	--	--	--	
LAB 4A	Continue Assignment 1: All Lowercase Letterforms	--	1	--	10	
HW 4A	Complete Assignment 1: All Lowercase Letterforms	--	--	4	--	Beginning of Week 5
HW 4B	Read Chapter 3 (7 pages) Evaluated by ELP 4C	--	--	1	--	
HW 4C	Chapter Review Questions (29 Qs)	--	--	2	4	End of Week 4
Total Week 4		3.5	1	7	14	

Week 5

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Whole Class Critique Discussion	1.5	--	--	--	
LEC 5B	Influences on Type Design and Layout	2	--	--	--	
LAB 5A	Continue Assignment 2: All Uppercase Letterforms	--	1	--	10	
HW 5A	Complete Assignment 2: All Uppercase Letterforms	--	--	4	--	Beginning of Week 6
HW 5B	Read Chapter 4 (11 pages) Evaluated by ELP 5C	--	--	1	--	
HW 5C	Chapter Review Questions (36 Qs)	--	--	2.5	4	End of Week 5

Total Week 5		3.5	1	7.5	14	

Week 6

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Whole Class Critique Discussion	1.5	--	--	--	
LEC 6B	Choosing Fonts and Setting Type	2	--	--	--	
LAB 6A	Continue Assignment 3: remaining edits	--	1	--	10	
HW 6A	Complete Assignment 3: Final Typeface Design	--	--	4	--	
HW 6B	Read Chapter 7 (11 pages) Evaluated by ELP 6C	--	--	1	--	
HW 6C	Chapter Review Questions (57 Qs)	--	--	3.5	5	
Total Week 6		3.5	1	8.5	15	

Week 7

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Whole Class Critique Discussion	1.5	--	--	--	
LEC 7B	Designing Promotional Materials	2	--	--	--	
LAB 7A	Promotional Piece Sketches	--	1	--	--	
HW 7A	Continue Promotional Piece Sketches	--	--	3	--	Beginning of Week 8
HW 7B	Read Chapter 9 (13 pages) Evaluated by ELP 7C	--	--	1	--	
HW 7C	Chapter Review Questions (38 Qs)	--	--	2.5	4	End of Week 7
Total Week 7		3.5	1	6.5	4	

Week 8

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Whole Class Critique Discussion	1.5	--	--	--	
LEC 8B	Font Management on the Macintosh	2	--	--	--	
LAB 8A	Assignment 4: Promotional Piece	--	1	--	15	

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
	Design					
HW 8A	Continue Promotional Piece Design	--	--	3	--	Beginning of Week 9
HW 8B	Read Chapter 8 (11 pages) Evaluated by ELP 8C	--	--	1	--	
HW 8C	Chapter Review Questions (35 Qs)	--	--	2	4	End of Week 8
Total Week 8		3.5	1	6	19	

Week 9

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Whole Class Critique Discussion	1.5	--	--	--	
LEC 9B	Type in New Media	2	--	--	--	
LAB 9A	Continue Promotional Piece Design	--	1	--	--	
HW 9A	Complete Promotional Piece Design	--	--	4	--	Beginning of Week 10
HW 9B	Read Chapter 11 (12 pages) Evaluated by ELP 9C	--	--	1	--	
HW 9C	Chapter Review Questions (23 Qs)	--	--	1.5	3	End of Week 9
Total Week 9		3.5	1	6.5	3	

Week 10

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Final Presentations of Typeface and Promotional Piece	3.5	--	--	--	
LAB 10A	Course Evaluation, turn in books	--	.5	--	--	In Lab
LAB 10B	Compare/Contrast Research	--	.5	--	--	
HW 10A	Written Research Response	--	--	1.5	5	End of Lab Week 10
HW 10B	Read Chapter 10 (8 pages) Evaluated by ELP 10C	--	--	.75	--	
HW 10C	Chapter Review Questions (11 Qs)	--	--	.75	3	End of Week 10
Total Week 10		3.5	1	3	8	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Review of Important Developments in Typographical History	3.5	1	8.5
2	An Overview and Review of Type	3.5	1	8.5
3	Type Design Standards	3.5	1	8
4	Influential Type Designers	3.5	1	7
5	Influences on Type Design and Layout	3.5	1	7.5
6	Choosing Fonts and Setting Type	3.5	1	8.5
7	Designing Promotional Materials	3.5	1	6.5
8	Font Management on the Macintosh	3.5	1	6
9	Type in New Media	3.5	1	6.5
10	Final Presentations of Typeface and Promotional Piece	3.5	1	3
Total		35	10	70

Table/Point Breakdown

Assignment Type	Possible Points	Percent of Grade
ELP 1C, Chapter Questions (14)	3	3%
ELP 2C, Chapter Questions (58)	5	5%
ELP 3C, Chapter Questions (52)	5	5%
LAB 4A, Assignment 1	10	10%
ELP 4C, Chapter Questions (29)	4	4%
LAB 5A, Assignment 2	10	10%
ELP 5C, Chapter Questions (36)	4	4%
LAB 6A, Assignment 3	10	10%
ELP 6C, Chapter Questions (57)	5	5%
ELP 7C, Chapter Questions (38)	4	4%
LAB 8A, Assignment 4	15	15%
LAB 8C, Chapter Questions (35)	4	4%
ELP 9C, Chapter Questions (23)	3	3%
ELP10A, Written Response	5	5%
ELP10C, Chapter Questions (11)	3	3%
Participation	10	10%
	100	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.