

# COURSE SYLLABUS

## DSN134: Typography

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### Course Description

This course will present an overview of the history, anatomy and terminology of typography as well as reiterate design principles as they pertain to the use of type in marketing communication and design. Course concepts will include challenging students to consider what a glyph or letterform is communicating on an unconscious as well as visual level in order to apply typography that communicates appropriate marketing messages. By continually asking themselves, “how does this typeface make me feel?”, “what does this typeface communicate?” and “is this the correct typeface for my message and audience?”, students will hone their ability to apply course concepts in the context of the real world.

### General Course Information

Number of Units/Weeks	4U / 10W
#Hours Lecture/#Hours Laboratory/#Hours HW*	40 / 0 / 80
Prerequisite(s)	DSN104, DSN114, COM124
Co-requisites (s)	None
Course Developer(s)	Tracy Dezenzo, BA
Date Approved / Last Review	TBA / TBA

\* Homework

### Learning Outcomes

**Upon successful completion of this course, the student will be able to:**

- 1) Demonstrate thoughtful and communicatively effective type choices for multiple types of marketing communication and design projects.
- 2) Discuss and present the historical and anatomical precedence of typographic choices.
- 3) Establish hierarchical functionality when given sizable amounts of copy.
- 4) Accurately use the typographical tools contained within industry standard software.
- 5) Develop typographic solutions that show an understanding of readability and legibility, market awareness and design principles.
- 6) Identify and recall letterform anatomy, history of typography and typographic vocabulary.

### Instructional Methods Employed in this Course

Lecture and reading assignments

Hands-on exercises

Research

Student presentations

Practical application of theory and skills in authentic projects

Build on prior knowledge and experience of students to enhance richness of class activities

### Information Resources for this Course



#### Textbook

Exploring Typography: An In-Dept Guide to the Art & Techniques of Contemporary Typography. By Tova Rabinowitz, ISBN 9781401815059



#### Other Materials

Movie: The History of Typography – Animated Short (<http://m.youtube.com/watch?v=wOglkxAfJsk>)

Movie: Helvetica the Movie (DVD).

Movie: Font Fight (<http://www.collegehumor.com/video/3991126/font-fight>)

Movie: Typography – The Importance of Fonts (<http://documentary.net/typography/>)

Movie: Sign Painters: The Movie (<http://www.signpaintersfilm.com/#watch>)

Movie: Type Matters - Font Documentary. Short documentary on the importance of Typefaces for Penguin Group (USA) (<http://vimeo.com/19342130>)

Movie: If Movies had Crappy Fonts (<http://m.youtube.com/watch?v=RHTYEBVCaaA&feature=kp>)

Movie: Trajan is the Movie Font (<http://www.youtube.com/watch?v=t87QKdOJNv8>)



### Web Site Readings

<http://www.theawl.com/2012/08/grunge-typography>

<http://www.posterama.co/>

Top Ten Typefaces Used by Book Design Winners

<http://fontfeed.com/archives/top-ten-typefaces-used-by-book-design-winners/>

## 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 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	Intro to Typography: Class expectations, schedule and overview of all projects. History of typography	1				
LEC 1B	<b>Movies:</b> The History of Typography – Animated Short, 5m  Helvetica the Movie, 80m	1.5				
IC EX 1A	<b>Project:</b> Research Paper & Oral Report on a Typographer - list provided, student selects one, one per student	1.5			30	End of Class
HW 1A	Read pages 1-47 (46 pages) Evaluated by HW 1B			4.6		Week 2
HW 1B	Answer questions page 46 in text (14 Qs)			0.93	10	Week 2
HW 1C	Type in the Wild (show 3 photos/examples of bad type in the real world and be prepared to discuss in class why it doesn't work and what you would do you to make it better)			1	10	Week 2

HW 1D	<b>Project:</b> 1 page research paper with examples on a typographic style within a historical context			2	30	Week 2
Total Week 1		4	0	8.53	80	
<b>Week 2</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Anatomy, Type Families, Units of Measurement.  <i>Stop Screaming at Me!</i> What is your typography saying about your client?  Wordmark examples	1.75				
LEC 2B	<b>Movies:</b> Font Fight, 3m  Typography – The Importance of Fonts, 7m	0.25				
LEC 2C	Students Present: Type in the Wild	1				
IC EX 2A	<b>Project:</b> Expressive Type/Wordmarks (pick 3 words from list to create wordmarks. (Begin project in lab with Instructor)	1			30	Week 3
HW 2A	Finalize 3 Wordmarks			3		Week 3
HW 2B	Read pages 49-69 and 71-171 (120 pages) Evaluated by HW 2C			12		Week 3
HW 2C	Answer questions pages 68 and 170 (20 Qs)			1.33	10	Week 3
HW 2D	Time Sheet			0.25	5	
Total Week 2		4	0	16.33	45	
<b>Week 3</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Readability vs Legibility, Layout Design Aspects.  Quick intro to font management applications.  Comparison of different design apps for typesetting. Pluses and minuses of those apps.  Review of page layout software typesetting tools.	1.5				
LEC 3B	<b>Movie:</b> Type Matters - Font Documentary. Short documentary on the importance of Typefaces for Penguin Group (USA) 19m	0.5				
EXAM 3A	<b>Mid-Term Exam:</b> History, Type Styles, Anatomy, Vocabulary / Due at the end of class	2			100	In Class
HW 3A	Read pages: 173-197 & 199-219 (44 pages) Evaluated by HW 3C			4.4		Week 4
HW 3B	Answer questions on page 196 (5 Qs)			0.33	10	Week 4

HW 3C	Type in the Wild			1	10	Week 4
HW 3D	Time Sheet			0.25	5	
Total Week 3		4	0	5.98	125	
<b>Week 4</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Publications. Common elements used in newspapers and magazines. Information Hierarchy. widows, orphans, drop caps, hyphenation, captions, pull quotes, text wraps  The Grid	1.75				
LEC 4B	Students Present: Type in the Wild	1				
LEC 4C	<b>Assign Project:</b> Book Jacket / Due week 6	0.25				
IC EX 4A	10 Thumbnail / Rough Sketches for Book Jacket	1				Week 5
HW 4A	Book Jacket digital comp			6	100	Week 5
HW 4B	Read pages 220-251 (31 pages) Evaluated by HW 4C			3.1		Week 5
HW 4C	Answer questions on pages 230 & 250 (12 Qs)			0.8	10	Week 5
HW 4D	Time Sheet			0.25	5	
Total Week 4		4	0	9.9	115	
<b>Week 5</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Let's look at Special Type: glyphs, dings, symbols, ligatures and flourishes. (see Brian Ferry article - Ray Gun magazine/David Carson)	1				
LEC 5B	Teacher one-on-one critiques: Book Jacket	1				
IC EX 5A	<b>Project:</b> Famous Movie Quote using special type as descriptors	2			30	
HW 5A	Type in the Wild			1	10	Week 6
HW 5B	Book Jacket to final			4		
HW 5C	<b>Project:</b> Research Paper about a Famous Publication that made history - 1 page paper with examples			4	30	Week 6
HW 5D	Time Sheet			0.25	5	
Total Week 5		4	0	9	75	
<b>Week 6</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Demos of movie posters. All that little type	0.5				
	<b>Movies:</b> If Movies had Crappy Fonts, 2m  Trajan is the Movie Font, 2m	0.25				
LEC 6B	Students Present: Type in the Wild and Final Book Jacket	1.5				

LEC 6C	Assign Project: Movie Poster	0.25				
IC EX 6A	10 Thumbnails / Rough sketches for Movie Poster	1.5				In Class
HW 6B	Movie Poster taken to final layout			6	120	Week 7
HW 6C	Time Sheet			0.25	5	
Total Week 6		4	0	6	125	

## Week 7

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Movie Premier Invite Packaging. What makes them special? Huge Budgets are Yummy.  Adding Texture and 3D elements to your work. Design using unconvnentional/non-digital techniques.	1				
LEC 7B	Students Present: Presentation and in-class critique of final Final Movie Poster.	1				
IC EX 7A	10 Thumbnails / Ideas for Invitation Package	2				In Class
HW 7A	Read pages 339-383 (44 pages) Evaluated by HW 7B			4.4		Week 8
HW 7B	Answer questions on page 384 (8 Qs)			0.53	10	Week 8
HW 7C	Type in the Wild			1	10	Week 8
HW 7D	Time Sheet			0.25	5	
Total Week 7		4	0	5.93	25	

## Week 8

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Demo of well-designed publications: The ultimate in information hierarchy on a page.  Typography in the digital environment. Web fonts. Linking to web fonts.  Types of fonts (PS, TT, O and BMP). Where and why?  Free fonts. The good the bad and the ugly.	1.5				
LEC 8B	Students Present: Type in the Wild	1				
IC EX 8A	Continuing working on invite package. One-on-One's with teacher	1.5				In Class
HW 8A	Read pages 253-270 (17 pages) Evaluated by HW 7B			1.7		Week 9
HW 8B	Answer questions on page 282 (9 Qs)			0.6	10	Week 9
HW 8C	Invitation digital / mock up / comp			8		Week 9
HW 8D	Time Sheet			0.25	5	
Total Week 8		4	0	10.3	15	

## Week 9

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9B	Teacher/One-on-one critiques of Movie Premier Invitation Package.	1				
EXAM 6A	Magazine Spread (LASA)	3			255	In Class
HW 9A	Type in the Wild			1	10	Week 10
HW 9B	Invitation Package taken to final layout			8	120	Week 10
HW 9C	Time Sheet			0.25	5	
Total Week 9		4	0	9	390	
<b>Week 10</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Students Present: Type in the Wild.	1				
LEC 10B	<b>Optional Movie:</b> Sign Painters: The Movie, 120m	2				
LEC 10C	Students Present: Final presentation and class critique of Movie Premier Invitation. Show book cover, movie poster and invite all together.  Final discussion, revisions and review of all projects as a whole. Questions.  Turn in time sheets and design statements for each project.  Grade discussion with individual students	1				
HW 10A	Time Sheet			0.25	5	
Total Week 10		4	0	0	5	

## Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Intro to Typography	4	0	8.53
2	Anatomy, Type Families, Units of Measurement	4	0	16.33
3	Readability vs Legibility, Layout Design Aspects	4	0	5.98
4	Publications, Information Hierarchy	4	0	9.9
5	Well-designed publications	4	0	9
6	Type as applied to movies	4	0	6
7	Texture and 3D Elements, Unconventional and non-digital techniques	4	0	5.93
8	Typography in the digital environment	4	0	10.3
9	Special Type	4	0	9
10	Final discussion and Presentations	4	0	0
Total		40	0	80.97

## Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
Type in the Wild (homework) Weeks 1, 3, 5, 7, 9	50	5%
TimeSheets	45	5%
Reading / Questions (Homework)	60	6%
Paper: Typographer (in class)	30	3%
Paper: Typographic Styles in a Historical Context (home work)	30	3%
Wordmarks (home work)	30	3%
Midterm Exam	100	10%
Book Jacket (in class / home work)	100	10%
Expressive Movie Quote (in class)	30	3%
Movie Poster (in class / home work)	120	12%
Premier Invitation Package (in class / home work)	120	12%
Paper: Famous Publication (home work)	30	3%
LASA: Magazine Spread (in class)	255	26%
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:

The Coleman University guidelines for the assignment of grades to total points earned is as follows:

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
0-59%	F	0
N/A	INC	0
N/A	W	0
60%	CR	0
59%	NC	0
85%	PASS	0

## Requirements

**Assignments:** All assignments (including projects, lab work, quizzes and exams) must be completed as scheduled. The following will apply to late assignments:

1-24 hours after due date = 20% off point value

25-48 hours after due date = 60% off point value

49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

**Attendance:** Classes begin and end as indicated in the published schedule. It is required that students be present at the beginning of each class session and stay until class is dismissed, including lab periods. Excessive tardiness, leaving early and/or absences (from either lecture or lab sessions) are causes for dismissal from the course. A student that arrives in class beyond 30 minutes late may be considered absent. A student that leaves over 30 minutes before the end of class may also be considered absent. Excused absences will be determined by the instructors and approved by the Dean of Academics & Director of Student Services. Students may be removed from the course(s) based on the following absence guidelines:

4 Unit Course – Allowed 2 absences per 10-week MOD (3rd absence may be excused by DOA & DOSS)

5 Unit Course – Allowed 2 absences per 5-week MOD (3rd absence may be excused by DOA & DOSS)

8 Unit Course – Allowed 5 absences per 10-week MOD (6th absence may be excused by DOA & DOSS)

**Conduct:** Students are expected to conduct themselves in a professional manner while on campus. Rules of conduct are outlined in the University Catalog and students are required to adhere to such policies. Students who are in violation of the Student Code of Conduct Policy can be suspended.

## Coleman University Policy on Academic Dishonesty:



Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

### **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](mailto: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.