ADVANCED TYPOGRAPHY

CONTACT

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We will meet in my zoom room:
2020082510

ATTENDANCE

This has been an unusual year, to say the least. My goal is to still provide value and knowledge to you, during this strange time. I will keep track of attendance, and if you are unable to attend, please follow-up with a classmate and check Slack + Canvas. If you miss more than two classes, your grade can drop up to 5% per additional abasence. Meet with me, if you have extraordinary circumstances and need accommodation.

DESCRIPTION + OBJECTIVES

An advanced-level graphic design course. The details of typography and typographic design are explored in both experimental and practical projects.

The aim is to further develop an understanding of typographic principles, forms, and terminology and develop an awareness for the power of communicative aspects of typographic design. Students will develop a mastery of intermediate and advanced skills relevant to graphic design.

REQUIRED READING

Readings will be provided throughout the semester. Students will be expected to come to class prepared to discuss any such reading.

SUGGESTED READING

The Elements of Typographic Style
by Robert Bringhurst

Thinking with Type (2nd edition)
by Ellen Lupton

Typography Essentials
by Ina Saltz

A Type Primer
by John Kane

Typographic Design: Form, and Communication
by Carter, Day, Meggs

Just My Type: A Book About Fonts
by Simon Garfield

HEALTH + MENTAL HEALTH

(see more at vt.edu/ready/health.html)

Students are expected to maintain hygiene best practices including, but not limited to: proper hand washing and use of face masks, social distancing, and cleaning shared surfaces.

If for any reason, you do not feel well, please do not attend any in-person activities — and instead seek medical assistance.

I also understand that this is a difficult and unusual time. Know that there are mental health resources available to you including Cook Counseling Center (ucc.vt.edu) and the Women's Center (www.womenscenter.vt.edu). Additionally, you can always reach out to me or to Tracey Drowne, and we can work to find support for you. The Dean of Students (dos.vt.edu) also exists to advocate for students.

RESPECT + DIVERSITY

Students in this class are encouraged to speak up and participate during class meetings. Because the class will represent a diversity of individual beliefs, backgrounds, and experiences, every member of this class must show respect for every other member of this class.

Additionally, if you have a preferred name or pronoun, please let me and your classmates know. And please do not hesitate to correct me if I make a mistake. I go by Meaghan, and my preferred pronouns are she and her.

Virginia Tech has compiled a list of Anti-Racism resources. If you're just looking for a few suggestions, I highly recommend the podcast *1619* and the book *How To Be An Antiracist* by Dr. Ibram X. Kendi.

All are welcome here.

EXPECTATIONS

The Virginia Tech Honor Code applies to all aspects of this class and the design program.

All images used during this course must either be your original work or be in the public domain.

All images used must include a citation of its source. Using images that are copyrighted, unaccredited or not your own will earn an automatic F for that project. Additionally, always be transparent with your sources. Inspiration imagery can be very helpful, but there's a fine line between inspiration and appropriation.

You wouldn't want someone to steal your ideas.

GRADING

Each student will have their projects critiqued throughout the semester.

Critiques will be held for all projects and will be a great opportunity to receive feedback from your instructor and peers. Therefore you will miss an opportunity if your project is not complete. Your grade will be dropped if you are not prepared for every crit.

We will be using Creative Critique to help with this process.

Additionally, projects that are submitted late lose 10% for each day it is late. A project that is not ready at the start of class on the day it is due is counted as late.

A	94-100
A-	93-90
B+	89-87
B	86-84
B-	83-80
C+	79-77
C	76-74
C-	73-70
D+	69-67
D	66-65
F	64-0

CRITERIA

Craft:
Consider the neatness of your work, in both analog and digital settings. Such as cutting clean edges, ink or pencil smudges, drawn lines or brush strokes—and considering alignment of elements and adherence to a grid. Allow yourself extra time for excellent craft.

Presentation:
After you've put hard work into completing your project, take some time to present it properly. Use the correct terms to describe your concept. Present your solution clearly and confidently and defend your decisions; yet remain open to constructive criticism.

Process:
How much was achieved and explored from the beginning to the end? What were you thinking? Were boundaries pushed? Did you sketch your ideas thoroughly? Did your research inspire or influence your solution? Did you sufficiently explore your possibilities?

Form:
Consider the formal qualities of the work. Does the form reiterate and support your idea, concept, or goal? Were the principles of design and typography used? (Hierarchy, color, repetition, line, shape, etc.)

Professionalism:
Do you act like a professional? Do you meet your deadlines? Are you prepared? Do you attend class regularly or always arrive late? Do you accept constructive criticism? Do you provide feedback to your peers?

THE UNDERGRADUATE HONOR CODE PLEDGE

"As a Hokie, I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do."

Students enrolled in this course are responsible for abiding by the Honor Code. A student who has doubts about how the Honor Code applies to any assignment is responsible for obtaining specific guidance from the course instructor before submitting the assignment for evaluation. Ignorance of the rules does not exclude any member of the University community from the requirements and expectations of the Honor Code.

For additional information about the Honor Code, please visit: www.honorsystem.vt.edu

PROJECT SCHEDULE

Class will either begin at 1:00pm in my zoom room (2020082510) or at the start time in the sign-up sheet.

Schedule is subject to change.

1/19	If I were a typeface, I would be _____
	Go over syllabus
	Show ISTD Brief
	Introduce Project 1: Sustainable Development
	HW: Pick goal, find content (and supporting
	sources), consider infographic information
1/21	Small Groups (sign-up), review goals
	HW: Create 3 Typographic Pairings Studies
1/26	Modular Grid / Document Set-Up
	Pattern / Rotate Demo
	HW: Place Type Studies in Modular Grid
	(3 iterations of each of the 3 pairings)
1/28	Small Groups, review type pairings
	HW: Begin Pattern / Image / Infographic ideas
	(Mood boards, content)
2/2	Infographic Lecture
	HW: Work on Infographic and Icons / Patterns
2/4	Optional Individual Meetings
2/9	Book Cover Lecture
	HW: Begin Cover Design
2/11	Small Groups, review cover design ideas
2/16	Figma Web Grid Demo
	Consider Typography for the Web
	HW: Apply your design to a single page site
2/18	Small Groups, review sites
2/23	**Asynchronous:** Watch Type Hike Intro Video
	Info about Warren Lehrer
	HW: Pick your place, go there, take photos, video,
	sketch, write ideas, words
3/2	**Warren Lehrer Lecture**
	HW: Upload designs to Creative Critique
	(print and web with and without grid)
3/4	Full class Creative Critique review
3/9	Project 1 (Sustainable Development) due
	on Canvas
	Begin Type Hike Project (Place already picked)
	10 words lecture
	HW: Sketch 10 ideas, have ready to share digitally

3/11	Small groups, pick 5 best ideas
	HW: Develop 5 digitally, upload to CC
3/16	Creative Critique Review of 5 words
	HW: Develop text for poster,
	sketch 5+ poster ideas
3/18	Small groups, pick best idea
3/23	Typographic posters lecture
3/25	Optional individual meetings
	HW: Upload draft poster to CC
3/30	**Anne Berry**
	HW: Comment in Creative Critique
	Come up with animation idea
4/1	Small groups, share animation idea
	Make sure your process book is
	on-track
4/6	**"Spring Break" (no meetings)**
4/13	Review animations
	ISTD Preparation
	Introduce Project 3 (Bingo Card App)
	Assign Groups
	Group HW: History of Bingo and
	Interface Design Research
	(Google Slides)
4/15	Meet together to submit to ISTD
	Project 2 (Type Hike) due on Canvas
4/20	Small Groups share Google Slides
	HW: begin individual design
4/22	Small Group review
4/27	Icon Considerations
4/29	Small group feedback
	HW: Upload Bingo Cards to CC
5/4	Bingo
	CC Review of Solutions
5/6	Reading Day
5/9	Project 3 (Bingo) due on Canvas