

GDT 100-01  
TYPOGRAPHY I  
MON & WED 1-3:55PM  
GM 011

Ingrid Ankerson  
iankerson@wccnet.edu  
734.477.8508  
GM 300H

*Office Hours*  
TUES & THURS 11-12:30PM  
WEDNESDAYS 11-1:00PM  
and by appt

# Typography 1

## COURSE DESCRIPTION

Typography 1 is an introduction to the evolution and principles of typography, concentrating on typographic form and classification, type as form/image, display type, text type, typographic relationships, readability/legibility, grid systems, fundamental design principles, and page layout. Assignments investigate typography as an element of design whose form and purpose is to achieve successful, informative, and expressive visual communication.

## COURSE OUTCOMES

- » Create typographic designs using graphic design software focusing on typographic form, creative and dynamic use of display type, typeface selection, formatting and organization, development, and use of grid structures.
- » Understand letterform development and the history of type.
- » Develop a vocabulary for talking about typography.
- » Recognize and identify typographic anatomy, measurements, and classification.
- » Appreciate typography's role and potential in design and communication.

## COURSE STRUCTURE

- » Quizzes on typefaces, terminology, reading, and lectures
- » Assigned readings from required, recommended and/or online texts
- » Participation in design critiques
- » Projects and workshops

## REQUIRED TEXT

*Thinking with Type 2nd Edition*, Ellen Lupton, Princeton Architectural Press, 2010

## SUPPLIES

- » 4GB USB Flash Drive (or larger, or a portable hard drive)
- » Sketchbook
- » Supplies for mounting work and assembling mockups. These are available in the Production Center (GM 016).

GDT 100-OI  
TYPOGRAPHY I  
MON & WED 1-3:55PM  
GM OII

Ingrid Ankerson  
iankerson@wccnet.edu  
734.477.8508  
GM 300H

*Office Hours*  
TUES & THURS 11-12:30PM  
WEDNESDAYS 11-1:00PM  
and by appt

CLASS POLICIES

ATTENDANCE

You are expected to attend every class. You will be held responsible for everything we cover in class whether or not you are here. **You may not make up missed quizzes, workshops, lectures, or critiques.** If you are serious about being a graphic design professional, treat this as your job. Arrive on time, participate actively, and stay until the end. If you know you will be missing class or have some kind of emergency, please communicate that with me and we can make arrangements.

GRADING

Each workshop is worth 5 points (50 points total), projects are worth 50 points (150 points total), and each type journal entry is worth 2 points (20 points total).

A	95-100	C	73-76
A-	90-94	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	Below 60

**LATE WORK.** Again, you may not make up missed critiques, workshops, or quizzes. If you know you are going to miss class or have an excused absense, you may do an workshop ahead of time for partial credit. **There is no extra credit work in this course.**

STUDENT PRIVACY

I will not discuss grades during class time. To dispute a grade, you have seven days to provide a written statement on why you disagree with the grade and to make a case for receiving a higher score.

You are required to have an active WCC email account and to check it regularly; I can not discuss anything related to the class via your personal email account. Please check the WCC website regularly for alerts and college closings.

HOMEWORK

You will need additional time outside of class to complete assignments. Plan to spend about 4-6 hours per week on course work outside of class. Please keep up with readings from the textbook. There may be pop quizzes or worksheets on reading assignments.

COPYRIGHT

Printed materials in books and magazines are usually protected by copyright law from unauthorized copying, tracing or scanning. Any use of copyrighted material must be pre-approved. All work turned in for credit must be original, created expressly for this course and not turned in for any other course.

**GDT 100-OI**  
**TYPOGRAPHY I**  
MON & WED 1-3:55PM  
GM OII

Ingrid Ankerson  
iankerson@wccnet.edu  
734.477.8508  
GM 300H

*Office Hours*  
TUES & THURS 11-12:30PM  
WEDNESDAYS 11-1:00PM  
and by appt

**ACADEMIC HONESTY**

It is illegal to copy licensed software and fonts (so don't do it). Copying, plagiarism or "piracy" from any source will not be tolerated. Any and all dishonest acts will be subject to administrative action and/or disciplinary penalties. Copying and sharing homework files, copying text verbatim from the internet or other sources, and plagiarizing graphic design layouts/solutions constitutes academic dishonesty. Should academic dishonesty be detected, those involved will receive at minimum a failing grade on the assignment, and may be referred to the division dean for further penalty.

**RESOURCES & INFORMATION**

**MAC STUDIO POLICIES**

Log out and log in again when you first sit down at your computer to clear out the memory and reset defaults. Do this every time. **Please clean off the computer desktop at the end of class, quit all applications, and log out when you leave.**

Please do not eat or drink at your computer station. Non-assignment related access of the web or using e-mail during class is prohibited.

Don't work off your USB drive or the network. Work off the computer hard drive. At the end of class, copy your work to your drive. It's always good to make a backup.

**OPEN COMPUTER LABS**

Computer Commons, 2nd floor of the GM bldg. 734-973-3420 (30 Macs)  
Digital Media Arts open lab

**LEARNING SUPPORT SERVICES**

Learning Support Services (LA 104) can arrange tutoring for any WCC student and other support services for those who need accommodations. 734.973.3342

**STUDENT RESOURCES & WOMEN'S CENTER**

Student Resources & Women's Center (2nd floor SC) works with adult students who have the responsibility of a home, family, and full-time employment to factor into their educational objectives. The Center provides comprehensive support services, mentoring programs, networking opportunities, workshops, cultural events, financial assistance, and services. 734.677.5105

**ACADEMIC ADVISING**

Full-time GDT faculty can advise regarding graphic design classes. For general advising, please see our Divisional Counselor, Sandro Tuccinardi. 734.973.3398

## COURSE SCHEDULE (SUBJECT TO CHANGE)

---

AUG 28/30     **LETTER**

*workshop:* Type Anatomy; Type definition

*journal:* Typography Journal (ongoing, 2 points; 10 entries)

Over the course of the semester, collect samples of typography. You may sketch, photograph, cut items from magazines, find scraps of paper on the street, or cut out bits of packaging. Each week we will have a theme to look for and collect.

*reading & discussion:* “Road to Clarity”

---

SEPT 4            NO CLASS (LABOR DAY)

SEPT 6            **LETTER**

*quiz:* Type anatomy

*workshop:* Type Classification

*reading & discussion:* “Letter,” from *Thinking with Type*

*journal:* Single letter as focal point

---

SEPT 11/13     **LETTER**

*discussion:* Type families, numerals, ornaments, glyphs

*workshop:* Type Classification, continued

*journal:* Type as image

---

SEPT 18/20     **LETTER**

*discussion:* Monograms

*workshop:* Monogram 1 & 2

*journal:* Figure/Ground

---

SEPT 25/27     **WORD**

*discussion:* Type personality; logotypes & branding

*workshop:* Word Compositions

*project:* Logotype

*journal:* Expressive typography

---

OCT 2/4         **WORD**

*critique & work:* Logotype

*reading:* “Text”

*journal:* Expressive typography

---

OCT 9/11        **TEXT**

*discussion:* Typographic sins; Paragraphs

*workshop:* Paragraphs

*journal:* Expressive typography

---

OCT 16/18      **LAYOUT**  
*discussion:* InDesign review  
*workshop:* Page layout  
*journal:* Mixing type or contrasting type

---

OCT 23/25      **POSTER**  
*discussion:* Hierarchy  
*workshop:* Hierarchy  
*project:* Poster  
*journal:* Hierarchy

---

OCT 30  
NOV 1      **POSTER**  
*project & critique:* Poster  
*workshop:* Experimental type  
*reading* (for next week): “Grid”  
*journal:* Scale

---

NOV 6/8      **GRID**  
*discussion:* Grid  
*workshop:* Grid

---

NOV 13/15      **BOOK**  
*project & critique :* Book

---

NOV 20/22      **NO CLASS, THANKSGIVING BREAK**

---

NOV 27/29      **BOOK**  
*project & critique :* Book  
*workshop:* Bookbinding

---

DEC 4/6      **BOOK**  
*project & critique :* Book

---

DEC 11/13      **BOOK**  
*project & critique:* Book

---

DEC 18      **CELEBRATE**

---