



3310



TYPOGRAPHY

ROOM: STUDIO 406

SECTION A M+W+F 10:00–11:50 AM

INSTRUCTOR: ASSISTANT PROF. SUE LEO

OFFICE: BISHOP FINK HALL, RM #415

SLEO@BENEDICTINE.EDU

OFFICE HRS: BY APPOINTMENT

Recommended Books [Suggested]

Typography Workbook: A Real-World Guide to Using Type in Graphic Design
Timothy Samara © 2006 ISBN-13: 978-1-59253-301-5 ISBN-10: 1-59253-301-9

The Visual Dictionary of Graphic Design
Gavin Ambrose/Paul Harris © AVA Publishing SA 2006 ISBN 978-2-940373-43-7

Supplies

External Drive
(HIGHLY RECOMMENDED)

Materials (Supplied)

D-Ring Notebook
Prints for Portfolio

Teaching Method

This is a studio class format. Studio classes are structured in 2-3 hour blocks to allow time to work on projects.

Studios are informal in structure and encourage students to ask for feedback from the instructor and collaborate with peers.

Selected projects provide opportunities to learn the technology and design skills required in the professional practice of graphic design. The design process is followed in this course:

- Research
- Ideation
- First Proof
- Review + Revise
- Produce (Print or Digital).

COURSE CATALOG DESCRIPTION

This course covers typographic theory, rules, anatomy, and applied aspects of type. It will revolve around the practice and adaptation of fonts within various projects. Students will examine the history of typefaces and their use from the Trajan Column of Rome to the current trends in typography. *Prerequisite: ART-2300 or permission of instructor.*

LEARNING GOALS & OBJECTIVES

Good typography skills are the foundation of great design. This course will introduce the fundamentals of working with typography for applications in graphic design. Through exploratory assignments that include the anatomy of letterforms, proper forms, styling, and terminology necessary to communicate with clients, copywriters, printers and other communication professionals. Students begin to understand the importance and start to create more professional results in their design work.

WHAT YOU WILL LEARN + ACHIEVE IN THIS COURSE

- You will develop an understanding and familiarity with terminology and the proper application of fonts, typography rules and formatting protocols.
- You will explore the use of typographic variables and techniques that will help create a successful visual solutions that communicate the intended message.
- You will learn the anatomy of type and appropriate combinations of fonts.
- You will explore the use of baselines, alignment, and kerning techniques to provide structure, coherence, flexibility and professional aesthetics in your work.
- You will learn historical aspects of the development of typefaces and their designers.
- You will learn basic fundamentals and text effects in working with type to make your work professional looking.
- You will learn how to use visual variables to achieve more impact from your designs.
- You will increase technical proficiency using appropriate software and design methods for print and motion graphic applications.
- At the end of this course you will be able to analyze and evaluate the appearance of text in print. Additionally, you will be able to make constructive suggestions for improvement of the textual item to the areas of concern.
- You will explore artistic forms of typography for applications in fine art, commercial projects, in word-marks and logos.
- You will learn how to prepare artwork for professional printing.
- You will learn the difference between color modes, which apply in the print world and in the digital world and will create both digital and print type projects.
- You will have projects for your portfolio in both print and digital applications.

TYPOGRAPHY

EXPECTATIONS

Work in this class will be evaluated on attendance, effort, technical understanding, acquired skills in styling type, demonstrated knowledge and application of typographic rules and the aesthetic detailing in your work, meeting project specifications and deadlines. Additionally, you will be evaluated on your openness to feedback and proactively communicating your work-in-progress.

Grades are subjective and objective in that one could meet all the project parameters with respect to measurable items such as specified format, size, color mode, file type, number of versions, etc. However, there are intangible qualities related to aesthetics that are evaluated based upon the professional experience and guidance of the instructor.

The number of hours spent on a project does not indicate the grade you deserve. Expect to spend time outside of class on projects—especially when learning new software skills. Your results in this class will be based upon your motivation, curiosity, and interest to explore, revise, re-invent, and refine your work. Just as a musician practices phrases of music until it is perfect in tempo, rhythm, key, style and mood. So, too is the discipline of design. Your results will be rewarded in direct proportion to your effort, willingness to try and to learn. Attention to detail makes all the difference in the quality of your work. My goal as your instructor, is to formate competent and excellent designers, to inspire the love of design in you.

The instructor reserves the right to change or modify projects, add or subtract projects and the weighting based upon the pace of the particular class. A performance rubric is the next page that will explain how I am evaluating your work with respect your motivation, participation and other non-tangible aspects.

LECTURE TOPICS

What is Typography? Typeface or Font Type Anatomy Font Paring Kerning Tracking Leading Scaling Ligatures Gestalt	Glyphs Type on a Path Element Alignment Convert to Outlines Widows & Orphans Line Length Soft Returns Baseline Grids Paragraph Alignment Hidden Characters	Word Spacing Proper Quotes Apostrophes Hung Punctuation Typographic Typos Common Spelling Errors Hyphens, En, Em & Dashes Grammar Pet Peeves, Periods & Parenthesis
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TIME ALLOCATION PER PROJECT

Each week students have ~1 hour of studio time per class, or 3 hours of studio time per week. Most projects take from 10–25 hours to complete, depending upon proficiency with software and how quickly concepts are developed and executed. The Type as Image project will take +/-40 hours to complete, again depending upon the subject and illustration style. Each project in this course includes components such as research, ideation, copy-writing, inspiration, comps, prototype design, proofing, reviews, edits, typography, color, design refinement, print production, and presentation. I am available during class and after class to work with any student with software, production questions, and to give feedback.

EVALUATION CRITERIA

- innovation/creativity
- design effectiveness
- craftsmanship
- software skill level
- use of design principles
- good typography
- regular class attendance
- class participation
- meeting specifications
- openness to correction
- growth in quality

- > **Expect to invest additional hours outside of this class to complete assignments to meet the project specifications, aesthetics, objectives and deadlines.**
- > **Attendance is mandatory.**
- > It is taken at the beginning of every class.
- > You **MUST** notify me of an unavoidable absence by emailing me prior to class.
- > **If a student has absences in excess of 6 classes, the student can be withdrawn by the instructor.**
- > **Project briefs, demos, tutorials are conducted at the beginning of class as are ALL assignment deadlines.**

Assignments + Tutorials + Resources can be found under the **Typography Course** at: <https://www.virtuarcity.com>

The site is password protected. Signing up is free and for students in my classes. Be sure to log in and create an account with your BC email. I will have to activate your membership before you can view content.

DESIGN PROJECTS	WEIGHT
Wordmark	10%
TOTW* PPTs + Bulletins 1–4	15%
Type Anatomy Poster	10%
Six-Word Memoir	10%
Type as Image Poster	15%
Animated Type Portrait	10%
Collaborative Alphabet	10%
PROJECT WEIGHTING	80%
Attendance	10%
Participation	10%
Other Weighting	20%

**Type of the Week*

Benedictine College complies with federal law requiring reasonable accommodations for individuals with documented disabilities that may affect their performance in a class or otherwise affect the individual's ability to enjoy the programs and services offered by the College. If a student requests an accommodation from a faculty member, the faculty member should direct the student to contact the Director of Disability Services at 913-360-7517.



PERFORMANCE EVALUATION & GRADING SCALE

Students in the Graphic Design Major should strive to be in the shaded areas on the right-hand side.

	UNACCEPTABLE	NEEDS WORK	NOVICE	DEVELOPING	PROFICIENT	ADVANCED	
USE OF TIME	○	○	○	○	○	○	KEY + DEFINITIONS ADVANCED An outstanding, consistent performance; beyond expectations, and requirements. PROFICIENT A solid consistent performance; demonstrated competency of knowledge and skills. DEVELOPING A developing mastery of knowledge and skills. Inconsistent performance at times, mastery emerges with more practice and study. NOVICE A beginning understanding of knowledge and skills NEEDS WORK A limited effort to understand and practice skills: below basic expectations for this course. UNACCEPTABLE Far below expectations for this course.
CONCEPT ORIGINALITY	○	○	○	○	○	○	
PROJECT PLANNING	○	○	○	○	○	○	
STUDENT ENGAGEMENT	○	○	○	○	○	○	
ATTENDANCE	○	○	○	○	○	○	
ACCURACY	○	○	○	○	○	○	
QUALITY OF WORK	○	○	○	○	○	○	
TYPOGRAPHY STRENGTH	○	○	○	○	○	○	
IMAGERY STRENGTH	○	○	○	○	○	○	
TECHNICAL SKILLS	○	○	○	○	○	○	
DESIGN TERMINOLOGY	○	○	○	○	○	○	
ARTICULATES DESIGN WELL	○	○	○	○	○	○	
COLLABORATION WITH OTHERS	○	○	○	○	○	○	
OPENESS TO CORRECTION	○	○	○	○	○	○	
SOLICITS FEEDBACK FROM PROF DURING DESIGN PROCESS	○	○	○	○	○	○	

GRADING SCALE	
A	(92-100%) Superior work demonstrating high competency
A-	(90-91%)
B+	(88-89%)
B	(82-87%) Good work evidencing a better than average competency with the subject
B-	(80-81%)
C+	(78-79%)
C	(72-77%) Satisfactory work
C-	(70-71%)
D+	(68-69%)
D	(62-67%) Less than satisfactory work
D-	(60-61%)
F	(<60%) Unacceptable work

Midterm Grades
 Midterm grades are for preliminary assessment should not be interpreted as a formal grade, but rather as an indication of the student's progress. At midterm, students should be meeting the basic requirements at minimum in the class which is a C. Midterm grades are advisory and do not appear on the student's permanent record.

Final Grades
 Final grades are determined by prioritized weighting, see next page.

Project Evaluation
 Each project has a unique set of evaluation parameters based on meeting project specifications, good typographic form and successful demonstration and use of design elements to solve visual communications problems.

The instructor will not discuss grades during class or in email. If you need to discuss your grade status, the student is required to initiate an office appointment.

>>> MISSING FINAL DEADLINE = NO PRINTS <<<

DUE DATES

All project due dates MUST be uploaded to Google Classroom BEFORE THE START OF CLASS on the morning of the assigned due date.

Google Classroom timestamps your submissions. Chronic late work will be marked down. If you haven't submitted your work before the start of class, you will not be allowed to complete the project during the critique. It is not fair to the students able to meet the deadline. Meeting deadlines are critical in the field of graphic design.

After review, it is important for you to make all corrections and re-submit them either: a) in class; b) the same day you are notified via email with feedback; or c) before the FINAL production due date are due generally before start of the following class period. If for any reason work is submitted after the project deadline, the student forfeits the benefit of a review period. The project will not be professionally printed.

Projects WILL NOT BE printed if the FINAL DEADLINE is not met.

IN THIS CASE: the STUDENT WILL BE REQUIRED TO PRINT THE JOB AT THE SPECIFIED VENDOR AT THEIR OWN EXPENSE AND SUBMIT IT FOR GRADING in a timely fashion, otherwise a zero will be given for that project.

ART3310-A

ROOM 406

2024 SPRING

TYPOGRAPHY SECTION **A** = M+W+F 10:00 AM-11:50 AM

Assistant Professor Sue Leo

1			2			3								
1.1 NO CLASS M J08	1.2 Syllabus Review Google Classroom Virtuacity.com Computer Set-Up Intro Lecture W J10	1.3 WORDMARK Intro F J12	2.1 M J15	2.2 W J17	2.3 TYPE OF THE WEEK INTRO WORDMARK 1st REVIEW DUE F J19	3.1 TOW PRES 1.1 TOW1# PPTs DUE WORDMARK FINAL DUE M J22	3.2 TOW PRES 1.2 W J24	3.3 TOW#1 BULLETIN DUE F J26						
4			5			6								
4.1 TOW PRES 2.1 TOW# 2 PPTs DUE TOW# 1 BULLETIN FINAL DUE M J29	4.2 TOW PRES 2.2 W J31	4.3 TOW# 2 BULLETIN DUE F F02	5.1 TYPE ANATOMY INTRO TOW# 2 BULLETIN FINAL DUE M F05	5.2 W F07	5.3 TYPE ANATOMY DUE F F09	6.1 TOW PRES 3.1 TYPE ANATOMY FINAL DUE TOW# 3 PPTs DUE M F12	6.2 TOW PRES 3.2 SIX-WORD MEMOIR INTRO W F14	6.3 TOW# 3 BULLETIN DUE F F16						
7			8			9								
7.1 TOW# 3 BULLETIN FINAL DUE SIX-WORD MEMOIR Concepts Review M F19	7.2 W F21	7.3 TYPE AS IMAGE INTRO F F23	MIDTERMS			9.1 M M04			9.2 W M06			9.3 F M08		
8.1 SIX-WORD MEMOIR DUE M F26	8.2 SIX-WORD MEMOIR FINAL DUE W F28	8.3 TOW PRES 4.1 ALL TOW# 4 PPTs DUE F M01	SPRING BREAK											
10			11			12								
10.1 TOW PRES 4.2 TYPE AS IMAGE Concept Approve M M11	10.2 TOW# 4 BULLETIN DUE W M13	10.3 F M15	11.1 M M18	11.2 W M20	11.3 F M22	12.1 M M25	12.2 TYPE AS IMAGE FINAL DUE W M27	12.3 EASTER BREAK F M29						
13			14			15								
13.1 EASTER BREAK M A01	13.2 ATTENDANCE MANDATORY ANIMATE INTRO INTRO PART 1 W A03	13.3 ANIMATE INTRO INTRO PART 2 F A05	14.1 M A08	14.2 W A10	14.3 ANIMATED PORTRAIT DUE F A12	15.1 COLLABORATE ALPHABET INTRO M A15	15.2 DISCOVERY DAY NO CLASS W A17	15.3 F A19						
16			17											
16.1 M A22	16.2 W A24	16.3 COLLABORATIVE ALPHABET DUE F A26	17.1 LAST CLASS F A29	<div style="border: 2px solid green; padding: 5px; display: inline-block;"> FINAL FINAL: MONDAY MAY 6TH 8:00-9:50 AM </div>			<p>IMPORTANT NOTE ABOUT DUE DATES: All project must be uploaded prior to class start time. No exceptions.</p>							

Note: This is a tentative and working schedule and is subject to changes, additions and modifications.



RI 3310 SECTION A

TYPOGRAPHY

JANUARY			WEEK 1			
MONDAY	JAN 08	NO CLASS	WEDNESDAY	JAN 10	FRIDAY	JAN 12
			Syllabus Google Classroom Setup Virtuarcity Registration Computer Setup+Mapping		PROJECT: WORDMARKS Lab: Pathfinder Menu	
WEEK 2			WEEK 3			
MONDAY	JAN 15	Demo: Converting Text Work-in-Studio	WEDNESDAY	JAN 17	FRIDAY	JAN 19
			Lecture: Typography Intro Wordmark: Template		PROJECT: TYPE OF THE WEEK DUE: WORDMARK REVIEW	
MONDAY	JAN 22	DUE: FINAL WORDMARKS DUE: ALL TOW#1 Presentations TOW#1 PRESENTATIONS 1.1	WEDNESDAY	JAN 24	FRIDAY	JAN 26
			TOW#1 PRESENTATIONS 1.2		DUE: TOW#1 BULLETIN REVIEW	
WEEK 4			FEBRUARY			
MONDAY	JAN 29	DUE: FINAL TOW#1 BULLETIN DUE: ALL TOW#2 Presentations TOW#2 PRESENTATIONS 2.1	WEDNESDAY	JAN 31	FRIDAY	FEB 02
			TOW#2 PRESENTATIONS 2.2		DUE: TOW#2 BULLETIN REVIEW	
FEBRUARY			WEEK 5			
MONDAY	FEB 05	DUE: FINAL TOW#2 BULLETIN PROJECT: TYPE ANATOMY	WEDNESDAY	FEB 07	FRIDAY	FEB 09
			Work-in-Studio		DUE: TYPE ANATOMY REVIEW	
WEEK 6			WEEK 7			
MONDAY	FEB 12	DUE: FINAL TYPE ANATOMY DUE: ALL TOW#3 Presentations TOW#3 PRESENTATIONS 3.1	WEDNESDAY	FEB 14	FRIDAY	FEB 16
			TOW#3 PRESENTATIONS 3.2 PROJECT: 6-WORD MEMOIR		DUE: TOW#3 BULLETIN REVIEW	
MONDAY	FEB 19	DUE: FINAL TOW#3 BULLETIN STATUS: 6-WORD MEMOIR	WEDNESDAY	FEB 21	FRIDAY	FEB 23
			Work-in-Studio		PROJECT: TYPE AS IMAGE	
WEEK 8: MIDTERMS			MARCH			
MONDAY	FEB 26	DUE: 6-WORD MEMOIR REVIEW	WEDNESDAY	FEB 28	FRIDAY	MAR 01
			DUE: FINAL 6-WORD MEMOIR		DUE: ALL TOW#4 Presentations TOW#4 PRESENTATIONS 4.1	



RI

3310



TYPOGRAPHY

MARCH

WEEK 9

MONDAY MAR 04	WEDNESDAY MAR 06	FRIDAY MAR 08
SPRING BREAK	SPRING BREAK	SPRING BREAK

WEEK 10

MONDAY MAR 11	WEDNESDAY MAR 13	FRIDAY MAR 15
TOW#4 PRESENTATIONS 4.2	DUE: TOW#4 BULLETIN REVIEW	DUE: FINAL TOW#4 BULLETIN

WEEK 11

MONDAY MAR 18	WEDNESDAY MAR 20	FRIDAY MAR 22
Work-in-Studio	Work-in-Studio	Work-in-Studio

WEEK 12

MONDAY MAR 25	WEDNESDAY MAR 27	FRIDAY MAR 29
Work-in-Studio	DUE: TYPE AS IMAGE Final Poster Files to Printer	EASTER BREAK

APRIL

WEEK 13

MONDAY APR 01	WEDNESDAY APR 03	FRIDAY APR 05
EASTER BREAK	ATTENDANCE MANDATORY PROJECT: ANIMATE INTRO PT 1	PROJECT: ANIMATE INTRO PT 2

WEEK 14

MONDAY APR 08	WEDNESDAY APR 10	FRIDAY APR 12
Work-in-Studio	Work-in-Studio	DUE: ANIMATED PORTRAIT

WEEK 15

MONDAY APR 15	WEDNESDAY APR 17	FRIDAY APR 19
PROJECT: COLLABORATIVE ALPHABET	DISCOVERY DAY NO CLASS	Work-in-Studio

WEEK 16

MONDAY APR 22	WEDNESDAY APR 24	FRIDAY APR 26
Work-in-Studio	Work-in-Studio	DUE: COLLABORATIVE ALPHA

WEEK 17

MONDAY APR 22	FINAL:	
LAST DAY OF CLASS	MONDAY MAY 6	FINAL 8:00-9:50 AM