Syllabus

Instructor: Lewis Franklin

Typographical Design I

4 credit course, 10 weeks, online only

Course Description:

Introduction to letterforms. Develops a fundamental awareness of type and typographic design. Studies the evolution, art and vocabulary of typography; hand-built letterforms; and designing with type. Emphasizes typography as a working tool.

Primary Outcomes:

Solve elemental analytical design problems using typography as the primary tool for visual communication.

Build and apply the vocabulary of Typography.
Understand and use the creative process to conceptualize.

Understand the historic significance of typography, design and the designer in culture and society.

Collaborate successfully and contribute to the group class process.

Demonstrate technical competencies as related to projects, output and printing.

Credits:

4 credits, 6 hours of class per week.

Suggested Prerequisites:

ART120 Foundations in Digital Image Processes

ART115 Basic Composition

Corequisites: None

Required Text:

Type Rules! (4th), Ilene Strizver, Wiley Inc. 1118454057
New: $80.10 Used: $57.58 Rental: $45.08 Amazon: $55.99 New $50.39 Used $27.54 Rental Kindle: $40.79
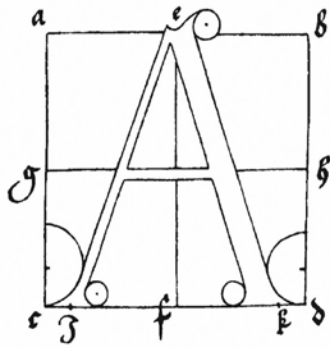
[FREE VERSION!](#)

3rd Edition (black cover) should be fine as well and is free in digital form from library.

Required Supplies:

See attached...

Method of Evaluation:

The method of evaluation will be based upon completion of all assigned projects, quizzes, your pintrest posts, a midterm, a final, and class participation.
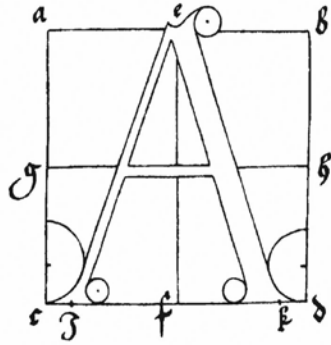
AA224
CRN 43685
Typographical Design I

Office: SSH116
541.917.4542

lewis.franklin@linnbenton.edu

Syllabus Cont...

Cheating and Plagiarism:

You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students. Please refer to the LBCC Student Code of Conduct.

Grading:

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: 50% and below please consider a different field

I do not issue Y grades and Inc grades will require a valid reason.

LATE WORK WILL BE ACCEPTED BUT CAN NOT BE REWORKED.

Policy:

In the event that there is room, those on the wait list will be added in the order that they appear on the wait list

Accessibility:

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

Since this is an online course the course content actually serves as lecture notes, so there is no need to post additional separate lecture notes.

Needs:

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support (resources@linnbenton.edu , or visit us on the web www.linnbenton.edu/RRC under Student Support for Current Students). Our office can help students get connected to resources to help.

AA224
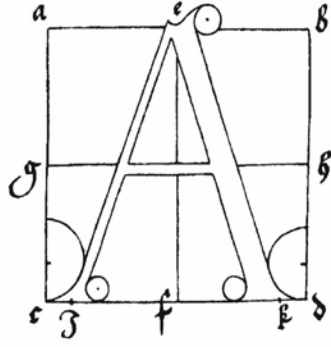CRN 43685
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Supply List

Typographical Design I AA224 Supply List
Spring 2020

- **Artist tracing paper, 14 X 17 inches**
- **Black marker, fine tip, broad tip, permanent**
- **Cork backed metal ruler 18 inches**
- **Scissors**
- **45 degree triangle**
- **X-Acto knife with extra #11 blades**
- **Watercolor brush, red sable 1 inch flat and #1 or #2 Total of two**
- **1 bottle India ink**
- **Masking tape**
- **Re-positionable adhesive 3M or Elmer's**
- **Hot press illustration boards 2? as needed (not student grade)**
- **White eraser**
- **Electronic SS drive USB, 8GB min.**
- **Rubber cement**
- **Rubber cement pick-up**
- **A set of Micron style pens, an 005, 01, 03, & 1, they sell 8 packs for 11 dollars or so that have a variety of sizes(you will use these lots during your second year).**
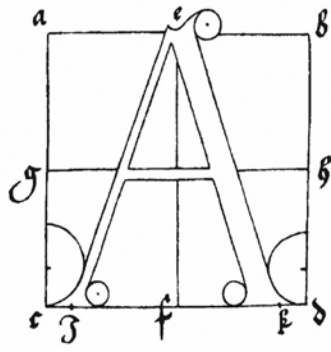
- **Other supplies may come up during the term**

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Calender

Wk	Date	Lesson	Work
1	6 APR	Introduction, syllabus review, supply list Approved type faces History of type, Origins of the alphabet	Tracing Type Worksheet 1
2	13 APR	Anatomy of type Handsetting, linotype, photo, modern Quiz 1 (CH2)	Worksheet 2 Spacing Exercise
3	20 APR	VOX Categories Type characteristics Readability, Measuring, Families Quiz 2 (CH3)	Project 1 (Page 35)
4	27 APR	Right type for the job Quiz 3 (CH4)	Project 2
5	4 MAY	Midterm Formatting, Some basics Quiz 4 (CH5)	Cube Exercise
6	11 MAY	Hierarchy, Manual resizing Constructing Rules Quiz 5 (CH6)	5 Letter word Letters resized
7	18 MAY	Black versions of letters Scanning in constructs Fine tuning, Tweaking Type controversies Quiz 6 (CH7)	Mounted scanned final 5 letters
8	25 MAY	Holiday poster The Design Process Quiz 7 (CH8)	Holiday Project Thumbnails by mid-week Sketches by Sunday
9	1 JUN	Holiday Poster roughs Quiz 8 (CH9)	Holiday Poster roughs
10	8 JUN	Final poster Final Exam	Turn in Poster

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Reading

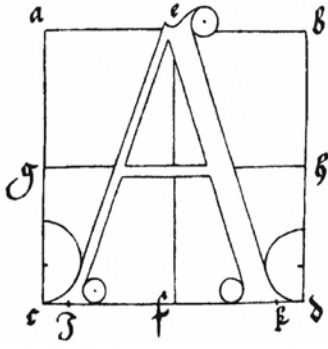| Wk	Date	
1	Introduction, syllabus review	
2	Ch1 A brief History of Type	Page 15
3	Ch 2 From Metal to Mac: Understanding Font Technology	
4	Ch3 What Makes a Typeface Look The Way it Does?	
5	Ch4 Selecting the Right Type for the Job	
6	Ch5 Basic Techniques for Emphasis	
7	Ch6 Advanced Techniques for Emphasis	
8	Ch7 Basic Fine Tuning and Tweaking	
9	Ch8 Advanced Fine Tuning and Tweaking	
10	Ch9 Typographic Typos and How to Avoid Them	