



# AA226

# Typographical Design II

AA226  
Typographical  
Design II  
CRN 24926

Office: SSH116B  
541.917.4542

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# Syllabus

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**Instructor:** Lewis Franklin

**AA226 Typographical Design II**

Lecture / Lab #: RM.SSH-116 & 116D      Tuesday & Thursday 1:00 - 4:00

**Course Description:**

Continues the study, use and design of letter forms. Emphasizes creating original type variations and form manipulation.

**Outcomes:**

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

Understand and use the creative process to conceptualize.

Demonstrate diverse approaches to problem-solving.

Design with an understanding of the historic significance of typography, cultural, emotional, and stylistic implications.

Collaborate successfully and contribute to the group/class process.

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

**Credits:**

4 credits, 6 hours of class per week.

**Prerequisites:**

AA224 Typographical Design I, ART120, ART121, AA156

**Corequisites:**

None

**Required Text:**

**Thinking With Type 2nd Edition**, Lupton, Princeton Press 978-1-56898-969-3

New: \$29.94 Used: \$13.86 Amazon: \$13.47 (new) \$8.31 (used) \$12.80 (Kindle)

Available as a free download:

<http://site.ebrary.com/lib/linnbenton/detail.action?docID=10420319&p00=thinking+type>

**Optional Text:**

**Anything about typography and hierarchy...**

**Required Supplies:**

16 GB "Memory stick" \$30-\$50, The larger the drive, the happier you will be.

Notebook (2") with clear pocket on front back and spine (Vue-thru) \$3.79

Notebook paper \$2.79

Dividers for 3-ring notebook \$2.00

Plastic sleeves \$7.25 per 50

4 illustration boards (hot press)

4 Arctic white mat boards

Other materials may be required...

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# Syllabus Cont...

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## **Method of Evaluation:**

The method of evaluation will be based upon completion of all assigned projects, Pinterest posts, a midterm, and a process notebook.

## **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.**

Your notebook will include all handouts in the order received.

## **Policy:**

I welcome open class discussion, and will be the first to admit I do not know everything. We will progress so as not to lose anyone with this being a first class. My office hours are posted next to my door.

## **My office is in room SSH116B**

## **Accessibility:**

We attempt to use a variety of teaching methods in an effort to meet the needs of our students and welcome any special requests.

Those needing special consideration may approach me after class, via e-mail or after class if you have special accommodations in order for you to get the most from this classroom and LBCC experience. The Center for Accessible Resources is in Red Cedar Hall, Room 105.

I will provide my lecture notes to the class, in an effort to help you learn.

**Final Turn-in / Critique December 4th @ 2:30 - 4:20**

**Last day to turn-in reworks is Close of Business (COB) Friday, November 30th**

**Last day to turn-in late work is Close of Business (COB) Tuesday, November 27th**

**Holidays for Fall term: 12NOV (Veteran's Day), 22 & 23NOV (Thanksgiving)**

**Last normal day of class is 29NOV**

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# Calendar

Wk	Date	Lesson	Work	Due
1	25SEP	Introduction, syllabus review	Pinterest 10 per week	
	27SEP	Review some basic text rules with Indesign	Pg 1 - 35	
2	02OCT			
	04OCT		Pg 36 - 71	
3	09OCT			
	11OCT		Pg 72 - 107	
4	16OCT			
	18OCT		Pg 108 - 147	
5	23OCT			
	25OCT		Pg 151 - 206	
6	30SEP			
	01NOV		Mid-term	
7	06NOV			
	08NOV			
8	13NOV			
	15NOV			
9	20NOV			
	22NOV	Holiday Nov. 22 & 23rd		
10	27NOV			
	29NOV			

*“You will be held accountable for the content of the reading assignment on the day that it is shown in the ‘work’ column. This can mean a closed book quiz.”*

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# Approved Typefaces

**Humanist** Berkeley Oldstyle, Centaur, Jenson, Horley Old Style, Kennerley, Stempel Schneidler

**Garalde** Aldus, Bembo, Adobe Caslon, Galliard, Adobe Garamond, Berthold Garamond, Garamond 3, Stempel Garamond, Goudy, Granjon, Mendoza, Minion, Palatino, Plantin, Sabon, Times New Roman

**Transitional** Apollo, Baskerville, Big Caslon, Fournier, Janson, Joanna, Melior, Meridien, Mrs Eaves, Perpetua, Rotis Serif, Versailles

**Didone** Bauer Bodoni, Bodoni Old Face, Centennial, Didot, Fairfield, Philosophia, Fenice, Walbaum

**Slab-serif** Calvert, Chaparral, Clarendon, Egyptienne, Glypha, LinoLetter, Officina Serif, pmn Caecilia, Rockwell, Serifa

**Lineale Grotesque** Bell Gothic, Franklin Gothic, News Gothic, Trade Gothic

**Lineale Neo-grotesque** Akzidenz-Grotesk, Bell Centennial, Helvetica Neue, Univers

**Lineale Geometric** Avant Garde, Avenir, Eurostile, Futura

**Lineale Humanist** Frutiger, Gill Sans, Meta, Myriad, Optima, Rotis Sans Serif, Scala Sans, Syntax

## Optional typefaces

**Glyphic** Castellar, Copperplate Gothic, Lithos, Rusticana, Smaragd, Sophia, Trajan

**Script** Bickham Script, Coronet, Kunstler Script, Linoscript, Palace, Poetica, Poppl, Shelley, Snell Roundhand

**Blackletter** Clairvaux, Fette Fraktur, Goudy Text, Wilhelm Klingspor Schrift

**Contemporary** Beowolf, Fusaka, Exocet, Journal, Suburban, TriplexDigital Lo-Res, OCR-A, Template Gothic

**Uncial** American Uncial, Omnia

**Monospaced** Courier, Letter Gothic, OCR-B, Orator, Prestige Elite

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