San José State University
Department of Design, Graphic Design Program
DsGD 99, Introduction to Typography
Section 02, Spring 2022

Course and Contact Information

Instructor:	Randall Sexton, Professor
Office Location:	On-Line
Telephone:	Email only
Email:	randall.sexton@sjsu.edu
Office Hours:	On-Line Tue/Thur by Appointment, 11:00 a.m.– 12:00 noon.
Class Days/Time:	Tue/Thur 12:00 p.m.– 2:50 p.m.
Classroom:	A216
Prerequisites:	GD majors: ANI 24 or ART 24, DSGD 83; IT majors: DSIT 33, DSIT 10, DSIT 83; ID majors: completion of DSID 22 or completion of DSGD 83 and concurrently enrolled in DSID 22

Course Format

Computer/Software Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Reliable data backup
- Wireless network access: https://one.sjsu.edu
- Adobe Typekit "Portfolio Collection" (included with Creative Cloud subscription).
  (Link to SJSU eCampus website for information about subscribing:
  https://www.sjsu.edu/ecampus/software-tools/teaching-tools/video-creative/adobe/index.php
- Flash drive or external hard drive (Link to Wirecutter article The Best Portable Hard Drive for 2019:
  https://thewirecutter.com/reviews/best-portable-hard-drive/
- ink-jet printer (11 x 17 recommended)
- Always have your working digital files, and research and reference materials
- Drawing implements and papers, pencils, felt-tip markers (basic set)
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and #11 blades in dispenser/disposal unit

Faculty Web Page and MySJSU/Canvas Messaging
Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on Canvas: https://www.sjsu.edu/ecampus/software-tools/teaching-tools/canvas/index.php
You are also responsible for regularly checking with the messaging system through https://one.sjsu.edu.

Course Description
Study and demonstration of letterforms and fundamental typographic principles. Emphasis on the vocabulary of typographic form and its relationship to message/purpose.

Course Goals
Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for typographic problem solving.

Course Learning Outcomes (CLO)
Upon successful completion of this course, students will be able to:

LO 1 – Identify letterforms and anatomy
LO 2 – Understand type terminology
LO 3 – Identify type style (roman, regular, italic, bold, etc.)
LO 4 – Identify families of type
LO 5 - Identify fonts, and character sets
LO 6 - Develop typographic craft, care, and precision
LO 7 - Measure, and how to align type
LO 8 - "See" type, (e.g., legibility, and readability)
LO 9 - Recognize type for appropriateness, and purpose
LO 10 - Understand type as image
LO 11 – Apply attributes of communication design and develop effective verbal and visual methodologies and process for solving visual problems

Recommended Readings
Stop Stealing Sheep & find out how type works, Erik Spiekermann & E.M. Ginger,
Adobe Press, USA
ISBN: 978-0672485435

Other/equipment/material

- Working digital files, research and reference materials
- Digital color printer (capable of 13x19 output if practical)
- Drawing implements and papers as in project description
- Pencil, kneaded eraser, ruler
- Black, gray, and color markers, extra fine to wide
- 9x12 marker pads and/or tracing pads
- Clear push pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and #11 blades in dispenser/disposal unit
- Portable cutting surface (required for cutting in classrooms)
- Graphic arts adhesive (no spraying allowed in building)

Expenses (this is not a course fee):
The estimated cost for semester course related supplies/materials is $200 and will vary according to the individual.

Library Liaison
The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at:
http://libguides.sjsu.edu/design/GraphicDesign.

Course Requirements and Assignments
This is a studio-intensive course where 4 assigned projects, will address the graphic design program Learning Objectives: Critiques, work-in-progress discussions, and assigned project reviews form the basis for group

discussions within this class. You will be encouraged to develop evaluative skills and articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements.

Note: "Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus."

Grading Information
Participation Effect on Grading – Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A as outlined in this document. Please note; Participation is included as part of each assignment's grading rubric. Coming to class prepared, making progress between class meetings, and presenting your work on time (including both preliminary rough drafts and prototypes, as well as final outcomes) will be noted towards participation and preparation for each project, this means that your work is prepared and available on your desktop prior to the start of any feedback session.

The project and course performance will be evaluated according to the following components: Each project (4 or more) will be graded upon completion and assigned a letter grade according to the University policy—A through F. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

Problem solving skills - LO 1~5
Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Formgiving skills - LO 6~10
Design exploration, development, and refinement. The synthesis of the elements,
principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

Participation and Preparation - LO 8~11
Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

Project grades will be weighted according to the following percentages:

Project 1	25%
Project 2	25%
Project 3	25%
Project 4	25%

Grading Scale
A minus, A, A plus = Excellence (3.7 – 4.0)
Student consistently delivers creative and high-quality work and demonstrates the ability to explore a wide range of alternative options as well as the ability to make intelligent and informed decisions on the final solution. Student is able to refine final solutions to instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and verbally. Well-crafted and informed arguments that support design decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment towards the profession, classmates, the instructor and their own development. Student participates in all regularly scheduled classes. Overall, student meets and exceeds the requirements of the course.

B minus, B, B plus = Very good work (2.7 – 3.6)

Student demonstrates an above average effort in all areas. Work is complete and demonstrates no craft or technical problem areas. Student shows the ability to communicate decent rationale for design decisions and demonstrates improvement in all areas of professional development as a designer. Student maintains a positive attitude and involvement in all coursework and class activities.

C minus, C, C plus = Adequate, average work (1.7 – 2.6)
Student produces the minimum work required at an average quality level and provides basic explanations for design decisions. Student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

D minus, D, D plus = Poor work and lack of effort (0.7 – 1.6)
Student produces the minimum work required at below average quality and demonstrates little understanding of the principles.

F = Failure to meet the course requirements (0.0 – 0.6)
Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey creative and craft and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development. Student shows little participation and/or is consistently late for class.

Name
DsGD 99–02: Project # 1

	Value	0.0	0.6	0.8	1.0	1.2	1.4	1.6	1.8	2.0	2.2	2.4	2.6	2.8	3.0	3.2	3.4	3.6	3.7	4.0	
				D						C					B				A		
Problem solving skills																					0.00
Formgiving skills																					0.00
Participation and Preparation																					0.00
																					0.00 Grade

Important Notes about Grading
All assignment are graded, therefore you should do your best on them or your course grade will be adversely affected.

It is essential to complete all projects because:

1) Each develops a skill necessary for successful completion of projects.
2) Missing a portion of these projects can lower your course grade substantially.

Deadlines
No extensions will be given except in cases of documented emergencies, serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.

Late Assignments
It is essential that you keep up with the course work and submit all assignments in a timely manner. Assignments will lose a full letter grade for each day late. Graded assignments more than 3 days late will not be accepted. In such cases, a grade of zero credit will be entered.

Extra Credit
Out of general fairness to all students, there will be no opportunities for extra credit projects given in this class.

A Note about Plagiarism and Appropriation in Visual Communication Design
If your work is too close to your reference, and if you present it as your own without citing the source, it could be considered plagiarism. How you integrate what you see, what you like, and what inspires you, makes the difference between inspiration, re-mix, appropriation, plagiarism, copying and stealing.

When you see something you're inspired by, a good practice is to try to understand why it looks the way it does.

What constraints was the designer working with?
What was the design responding to?
What did it communicate, and to whom?

Referencing another person's work might make sense if it aligns with your concept (parody, homage, etc...).

A Note about Font Licensing
Fonts are creative, intellectual property. They are the result of extensive study, research, experimentation, and endless refinement. For type designers, the creation of fonts is their livelihood. I will not accept projects that use pirated fonts in this class. Please license all fonts appropriately, and be prepared to show documentation for the fonts you choose to use.

A Note about Backups
Back-ups are critical for your studies, your practice, your life: BACK UP YOUR WORK. You are strongly urged to set up and maintain a solid backup and archiving strategy for your work. Operate on the assumption that your hard drive will die, usually when you least expect it. You will not be excused for preventable loss of data.

Session/Classroom Protocol
This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this semester, so in order to professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

We are involved in a mutually beneficial communal learning experience, one that requires full attention and respectful behavior toward all members of the class. In order to maximize the learning experience, students are requested to observe the following etiquette guidelines:

- Always have in possession your working digital files

- Students are expected to arrive on time, and to remain in class until the session is over or excused – late arrival and/or early departure(s) will be noted. If you have a prior engagement that requires you leave before the end of class, please inform the instructor beforehand.

- Announcements, handouts, and assignments are typically issued via Canvas before the beginning of class. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals.

- No eating or drinking in class, strictly enforced.

Email
Monday through Friday, I will typically respond to your email by the end of the next business day between 9am and 6pm. (For example, if you email me on a Monday at 9am, I will get back to you by Tuesday at 6pm.)

University Policies: Visit and Read the links Below

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. are available on Office of Graduate and Undergraduate Programs' and Academic Senate website.
http://www.sjsu.edu/gup/syllabusinfo/
http://www.sjsu.edu/senate/policies/pol_grades_reg_grad_fees/index.html

Campus Emergency Numbers
Police 911   Escort Service 4-2222

COVID-19 Vaccination Information
https://www.sjsu.edu/healthadvisories/vaccination.php

…masks or face coverings must be worn by everyone while inside campus facilities… strictly enforced.

DsGD 99, Introduction to Typography, Spring 2022, Course Schedule

All dates are subject to change with notice given at a prior meeting.

	Week	Date	Topics, Readings, Assignments, Deadlines
1	1 Th	01 | 27	project discussion
2	2 T	02 | 01	review of materials, and discussions
3	2 Th	02 | 03	individual discussions
4	3 T	02 | 08	feedback reviews, and discussions
5	3 Th	02 | 10	individual discussions
6	4 T	02 | 15	feedback reviews, and discussions
7	4 Th	02 | 17	Completed, brief reviews
8	5 T	02 | 22	project discussion
9	5 Th	02 | 24	individual discussions
10	6 T	03 | 01	feedback reviews, and discussions
c	6 Th	03 | 03	individual discussions
12	7 T	03 | 08	feedback reviews, and discussions
13	7 Th	03 | 10	individual discussions
14	8 T	03 | 15	Completed, brief reviews
15	8 Th	03 | 17	project discussion
16	9 T	03 | 22	feedback reviews, and discussions
17	9 Th	03 | 24	individual discussions
18	10 T	03 | 29	spring recess
19	10 Th	04 | 31	spring recess
20	11 T	04 | 05	feedback reviews, and discussions
21	11 Th	04 | 07	individual discussions
22	12 T	04 | 12	Completed, brief reviews
23	12 Th	04 | 14	project discussion
24	13 T	04 | 19	event reviews
25	13 Th	04 | 21	individual discussions
26	14 T	04 | 26	feedback reviews, and discussions
27	14 Th	04 | 28	individual discussions

	Week	Date	Topics, Readings, Assignments, Deadlines
28	15 T	05 | 03	feedback reviews, and discussions
29	15 Th	05 | 05	individual discussions
30	16 T	05 | 10	feedback reviews, and discussions
31	16 Th	05 | 12	Completed, brief reviews