

DSGD 99

Introduction to Typography

San José State University
Department of Design
Section 04 (24187)
Spring 2022

Instructor: Brian Jeung
Lecturer, Graphic Design

Office Location: San José State University
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Office Hours: By appointment
Tu/Th 6:00 pm–6:30 pm
ART 118

Class Days/Time: Tu/Th 3:00 pm – 5:50 pm

Classroom: ART 212

Prerequisites: GD: ART 24 or ANI 11,
DSGD 83

IT: DSIT 33,
DSIT 10,
DSIT 83

ID: completion of DSID 22 or
completion of DSGD 83
and concurrent enrollment
in DSID 22

ANI: ANI 11, ANI 71

*This course is
3 semester units and graded.*

Faculty Web Page and MYSJSU Messaging

Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on the class Canvas site: <https://sjsu.instructure.com/courses/1473371>. The messaging system through MySJSU will not be used in this class. Email contact is preferred instead of messaging.

Course Description

Study and demonstration of letterforms and fundamental typographic principles. Emphasis on the vocabulary of typographic form and its relationship to message and purpose. This course will include lectures, discussions, critiques, presentations and creative work. Participation in discussion and critique is vital to the success of the class. Assignments will include researching designed artifacts, reading from textbooks, developing/creating typographical work, testing knowledge of elements of typography and giving presentations.

Course Goals

This is a studio-intensive course where exercises, assigned projects and a midterm will address the graphic design program Student Learning Objectives, to view please visit: <https://www.sjsu.edu/design/graphic-design/index.php>

Students will develop typographic thinking by drawing letterforms in class, working with word, text, and grid, researching type history and use. The course also provides thorough investigation in the readability and legibility of type, as well as what effect type has on the reader.

Course Learning Outcomes (CLO)

Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving utilizing the following interrelated theories.

Upon successful completion of this course, students will be able to:

- LO 1- Investigate and differentiate several typefaces;
- LO 2 - Articulate the major theories and rules underlying typography;
- LO 3 - Explain the underlying rationale for each typographic element;
- LO 4 - Explain how typography has shaped the environment;
- LO 5 - Organize information to make compelling and experimental visual expressions.

Required Texts/Readings

No required textbook.

Presentations and reading assignments will be distributed through the semester.

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Other Recommended Readings

Design Diaries: Creative Process in Graphic Design, Mark Adams, Lucienne Roberts, Rebecca Wright, Laurence King Publishers, USA
ISBN: 185669688X

Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton, Princeton Architectural Press, 2010
ISBN-10: 1568989695

The Elements of Typographic Style, Robert Bringhurst, Hartley and Marks Publishers, 2004
ISBN-10: 0881792063

The Complete Manual of Typography, James Felici, Adobe Press, 2002
ISBN-10: 0321127307

Stop Stealing Sheep & Find Out How Type Works, Erik Spiekermann, Adobe Press, 2002
ISBN-10: 0201703394

Library Resources:

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 <https://libguides.sjsu.edu/design/GraphicDesign> and <https://libguides.sjsu.edu/design>

Technology and Material Requirements

Laptop computer with necessary layout, illustration and font software (Adobe Creative Suite). Data transfer device (i.e. flash drive). Optional but recommended art supplies including: pencils, kneaded eraser, metal ruler, black and gray markers, marker and tracing pads, x-acto knife with #11 blades, and portable cutting mat. Access to a digital camera and/or scanner.

Estimated cost for semester supplies/materials will vary according to the individual, approximately \$100-\$300.

Administrative Policies

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this course, 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.

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Classroom Protocol

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:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take pains not to disturb other students when you leave.
- All critiques begin 15 minutes after official class start time; no work is to be added to the wall after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please do not interrupt class to ask about these. Remain after class if you have questions.
- Electronic devices not directly pertaining to your participation in this class must be turned off and put away before class starts. This means you may not place or receive calls, messages, play games, check e-mails, surf the web, pop into Facebook, Twitter, etc.
- Laptops are to be used for course related purposes only.
- Please do not eat or drink in the classrooms or building hallways. (Water in a closed container is acceptable.)
- Socializing during lectures or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.
- No spray-mount adhesive spraying in the class.
- Do not use tabletops as a cutting surface.
- Clean your work area when leaving the classroom.

It is expected that there will be 1.5 to 2 hours of homework for each hour of class (including exercises and project work).

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester Catalog Policies section:

<https://catalog.sjsu.edu/content.php?catoid=12&navoid=4148>

Add/drop deadlines can be found on the current academic calendar web page:

<https://www.sjsu.edu/classes/calendar/index.php>

The Late Drop form is available from the Office of Registrar:

<https://www.sjsu.edu/registrar/forms/>

Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

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Grading Policies

The course performance will be evaluated according to the following components. Each exercise and project will be graded upon completion and assigned a letter grade and point value 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 of *exercises* are:

Problem solving skills - LO 1~3

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Formgiving skills - LO 4 and 5

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.

Bases for the grading of *projects* also include:

Presentation skills - LO 4 and 5

The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

Participation and Preparation - LO 2, 4 and 5

Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

The semester grade will be weighted according to the following percentages:

Exercises (cumulative):	25%
Project 1:	20%
Project 2:	20%
Project 3:	20%
Midterm Exam:	15%

Grading Scale

A-, A, A+ = 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 support any and all 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-, B, B+ = 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

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C-, C, C+ = 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-, D, D+ = 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 discussed in class and is unable to convey creative and craft and technical ability as required. Student shows little participation.

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.

Important Notes about Grading

All projects and specific exercises are graded, therefore you should do your best on them or your course grade will be adversely affected.

It is very important to complete all exercises and projects because:

- 1) Each project develops a skill necessary for an understanding of typography.
- 2) Missing a portion of these exercises or projects affect your course grade substantially.

Deadlines and Late Assignments

During the regularly scheduled class day is when you will submit projects.

No extensions will be given except in cases of documented emergencies, serious illness and only with prior arrangements. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation. Projects will lose a full letter grade for each day late. Projects more than 3 days late will not be accepted. Exercises will not be accepted late. 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 to append a project grade. Any other extra credit assignments will be determined at the instructors discretion.

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University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <https://www.sjsu.edu/curriculum/courses/syllabus-info.php>

Academic Integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University's Academic Integrity policy, located at <https://www.sjsu.edu/studentconduct/conduct-processes/academic-integrity.php> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at <https://www.sjsu.edu/studentconduct/> Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments and or projects are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires approval of instructors.

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Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations should register with the Accessible Education Center (AEC) at <https://www.sjsu.edu/aec/>

Student Technology Resources

A wide variety of audio-visual equipment is available for student checkout from SJSU IT IMS located in IRC 112. Information is available at <https://sjsuequipment.getconnect2.com/>

Student Affairs

The Division of Student Affairs provides a wide variety of services - career development, health and wellness, campus life, leadership development, cross cultural experiences, disability resources, psychological counseling, student housing, recreation, and co-curricular events. If you are interested in learning more about the departments and opportunities and services, please visit <https://www.sjsu.edu/studentaffairs/>

Peer Connections (formerly LARC)

Peer Connections provides free tutoring, mentoring, supplemental instruction, learning assistance and strengths coaching for students at SJSU. . Please visit the website for more information at <https://www.sjsu.edu/peerconnections/index.php>.

SJSU Writing Center
The San José State University Writing Center offers a variety of resources to help students become better writers, and all of our services are free for SJSU students. The Writing Center website is located at <https://www.sjsu.edu/writingcenter/>.

Emergency Services

Campus Emergency Numbers

If you're experiencing an emergency, call 9-1-1.
Or, call the UPD directly at 408-924-2222 on any phone.

Safety Escort Service

To request an escort, just use any Bluelight phone or elevator telephone. You will be connected to a UPD dispatcher who will arrange the escort. Arrangements can also be made by calling the UPD safety escort/Saferide Shuttle line directly at 408-924-2000. <https://www.sjsu.edu/police/services/escort.php>

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Course Schedule

This schedule is used as a guideline and subject to change with fair notice.
You are responsible for any updates through classmates or email.

Week	Date		Projects, Assignments, Deadlines
1	1/27	thur	Course overview and objectives, Exercise 1, LECTURE 1
2	2/1	tues	Project 1, Exercise 2
	2/3	thur	Project 1
3	2/8	tues	Project 1, LECTURE 2
	2/10	thur	Project 1
4	2/15	tues	Project 1, Exercise 3
	2/17	thur	Project 1
5	2/22	tues	Project 1
	2/24	thur	Project 1 Due, LECTURE 3
6	3/1	tues	Project 2, Exercise 4
	3/3	thur	Project 2
7	3/8	tues	Project 2, Exercise 5
	3/10	thur	Project 2, LECTURE 4
8	3/15	tues	Project 2
	3/17	thur	Midterm Quiz , Project 2
9	3/22	tues	Project 2
	3/24	thur	Project 2 Due
10	3/29	tues	<i>NO CLASS (Spring Break)</i>
	3/31	thur	<i>NO CLASS (Spring Break)</i>
11	4/5	tues	Exercise 6
	4/7	thur	Project 3, LECTURE 5
12	4/12	tues	Project 3, Exercise 7, LECTURE 6
	4/14	thur	Project 3
13	4/19	tues	Project 3, Exercise 8
	4/21	thur	Project 3
14	4/26	tues	Project 3, Exercise 9
	4/28	thur	Project 3
15	5/3	tues	Project 3
	5/5	thur	Project 3
16	5/10	tues	Project 3
	5/12	thur	Project 3 Due, LECTURE 7, FINAL Assignment description
Final	5/18	wed	3:00-4:00pm, FINAL Assignment Due