

Fall 2009
myweb.csuchico.edu/~farmstrong

Typography 1
CDES-334

Section 01-02
Tuesday and Thursday, 8:00 – 9:50 am
THMA-226

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Office: THMA-263
Tuesday and Thursday, 12:00 – 1:50 pm
Wednesday, 11:00 – 11:50 am

Course Outline

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Course Description

Typography, is an essential component of all visual communications. By understanding the principles of typography, a graphic designer should have the ability to improve the meaning of a message. Throughout the term, we'll explore various aspects of digital typography and improving the quality of information and communication. Our discussions will focus on developing an awareness of typographic attributes and a critical attitude toward the organization and structure of typographic information.

Prerequisites

CDES-214, Computer Graphics
CDES-230, Graphic Design Portfolio Review
CDES-282, Digital Pre-publishing 1

Studio Activities

The Macintosh Design studio (THMA-226) is reserved for students currently enrolled in CDES-334 during scheduled class sessions (TR, 8:00 – 9:50 am). In addition to these hours, you may use THMA-226 to work on assignments during the posted open-lab hours. ***This studio is not available to you at any other time, particularly during other class sessions.***

During studio sessions, your ***active participation is required*** in four areas: group discussions and progress reviews of assignments; software demonstrations and presentations; discussions about reading assignments; individual discussions, while working on project assignments.

I would like you to feel comfortable, creative and productive during studio sessions. If you want to listen to music on your i-pod, mp3-player or cd-player, please be respectful of other students by wearing headphones.

For additional information, see the [Syllabus](#).

Website

Course material (outline, syllabus and project assignments) and interactive tools (grades and communication) are available by selecting one of the hyperlinks located in the left column on every page.

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Bibliography

Willi Kunz, *Typography: Formation + Transformation*, required (Z246 K88 2003)

Olav Kvern and David Blatner, *Real World InDesign CS*, suggested

Phil Baines and Andrew Haslam, *Type & Typography* (Z250 B15 2002)

Robert Bringhurst, *The Elements of Typographic Style* (Z246 B74 2001)

Rob Carter, Ben Day and Philip Meggs, *Typographic Design: Form and Communication* (Z246 C217 2002)

James Felici, *The Complete Manual of Typography* (Z250 F448 2003)

Bob Gordon, *Making Digital Type Look Good* (Z250.7 G67 2001)

Ken Hiebert, *Graphic Design Sources* (NC1000 H55 1998)

David Jury, *About Face* (Z246 G84 2002)

Willi Kunz, *Typography: Macro- and Micro-Aesthetics* (Z246 K86 2000)

Ellen Lupton, *Mixing Messages* (NC998.5 A1 L86 1996)

Walter Tracy, *Letters of Credit: A View of Type Design* (Z250 A2 T73 1986)

Examinations

There will be four exams (including midterm and final) during the semester, each taken upon completion of a project assignment. Exams will contain multiple-choice and true-false questions, based on the reading assignments described in the [Syllabus](#). Exam grades are the preparation component (20%) of project grades.

Final exam: Tuesday, 15 December, 10:00 – 11:50 am, THMA-226

Assignments

Each of the four required project assignments will be described in a separate document. For additional information, see [Project Assignments](#).

Your Adobe Illustrator or InDesign document file and supporting files (images or fonts), for each project, are due (submitted via file server) at the beginning of class on the date indicated in the [Syllabus](#). Project grades will be weighted: 20% (#1), 25% (#2), 25% (#3) and 30% (#4).

Reading assignments should be completed before class begins on the date indicated in the [Syllabus](#).

Outside the scheduled studio sessions, plan at least four additional hours per week: approximately two hours for working on project assignments in the computer lab during open-lab hours and another two hours for reading assignments.

Activity Fee

A course fee of \$30 is due by 5:00 pm on Friday, 18 September, payable at Kendall Hall. If payment is not received by that time, a late fee of \$20 will also be due.

Intellectual Property

Like any digital fonts, written text, drawn illustrations, photographic images or sounds that you might find on the Web, the creative digital products that you design as project assignments in this course are your property. Sometime in the future, I may want to publish accredited examples of student work for this course in print or on the Web. If, for any reason, you would not want me to publish your work for this course, please let me know in writing (e-mail) before the end of the semester. Your decision, concerning your permission for me to publish your work, will not affect on your grade in this course.

Disability Support Services

Please let me know if you have any learning or physical disabilities that might affect your performance in this course. If you have a documented disability that may require reasonable accommodation, please contact Disability Support Services (DSS). Students with disabilities are responsible for submitting all appropriate documentation and forms from the DSS office within the first week of classes. If necessary, please schedule an appointment to discuss your disability options and DSS accommodations.

CSUC Disability Support Services

530 898-5959

www.csuchico.edu/dss

CSUC Disability Support Services' Handbook for Students

www.csuchico.edu/dss/student_handbook.htm

Communication

An e-mail account is **required** for this course. Please send an e-mail message to farmstrong@csuchico.edu, indicating your course number and an alphanumeric "pin" (a unique personal identification number created with any number of characters) for viewing your grades online. For your own protection, the pin you create should not be any portion of your name, e-mail address, phone number, driver's license number, birthday or Social Security number.

If you normally use a private ISP (AOL, earthlink, hotmail, etc), please set [WildcatMail Forwarding](#) to automatically forward e-mail to your active account.

Please set your wireless phone to "vibrate" or "silent" during class. If you need to make or receive a call during class, please talk outside the studio.

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Supplies and Archiving

You'll need to archive your work on some form of removable media (an external firewire drive, iPod or a USB flash/jump drive) or file server (gmail.com account). Save your work frequently (to the Student Work folder on the desktop) and copy your files regularly (daily) from the Student Work folder to your choice of removable media or file server.

Computer Lab Policies

For information concerning policies on access and use of the CDES Computer labs, see the CDES Facilities Policies.

Evaluation Criteria

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Preparation (30%) – performance on examinations.

Process (20%) – ability to generate diverse ideas and diagrammatic sketches (quality and quantity).

Product (30%) – ability to understand and apply concepts discussed during studio activities; ability to demonstrate technical-production and visual-composition skills; ability to develop thoughtful and effective solutions for [Project Assignments](#).

Professionalism (20%) – participation (asking questions) during group discussions and demonstrations; contributions to [Glossary](#) and other [Resources](#); work habits (including punctuality and attendance) and communication skills; accuracy of spelling and grammar in written documents (e-mail messages and project assignments); ability to follow instructions and meet deadlines.

See [Grades](#) to view your individual exam and project grades, as well as an arithmetic-mean calculation of your current grade.

Grading System

3.76 to 4.00 = **A**
3.51 to 3.75 = **A–**
3.26 to 3.50 = **B+**
2.76 to 3.25 = **B**
2.51 to 2.75 = **B–**
2.26 to 2.50 = **C+**
1.76 to 2.25 = **C**
1.51 to 1.75 = **C–**
1.26 to 1.50 = **D+**
0.76 to 1.25 = **D**
0.51 to 0.75 = **D–**

Academic Policies

For information concerning academic policies, such as attendance or add-drop procedures, see the CSUC Academic Policies and Regulations.

Furlough Days

Due to extraordinary budget cuts to the CSU system, fees to students have been increased, many sections have been cut and faculty will be required to take nine furlough days each semester. Unfortunately, these furlough days mean that I will be unable to include all elements of this class that I believe would provide the best educational experience for you.

The following days have been identified as my fall furlough days, which means that I will not be available for class, office hours or email on these days.

- > Tuesday, 09.08 (campus-wide State Budget Closure Day)
- > Monday, 09.21 (personal furlough day)
- > Thursday, 10.01 (personal furlough day)
- > Thursday, 10.15 (campus-wide State Budget Closure Day)
- > Thursday, 10.29 (personal furlough day)
- > Monday, 11.02 (campus-wide State Budget Closure Day)
- > Thursday, 11.19 (personal furlough day)
- > Wednesday, 12.02 (personal furlough day)
- > Monday, 12.07 (personal furlough day)

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