CATALOG OVERVIEW
Tuesday & Thursday 12–2:50pm / Credit Hours: 4.00
An introductory course in the study of the letterform, focusing on the exploration of formal and conceptual relationships.
PREREQS: (GD 225 [C-] or ART 225 [C-]) and acceptance into BFA in Graphic Design program.

COURSE DESCRIPTION
This course deals with introduction of discipline, function and tradition of typography as it relates to visual and verbal communication. The topics will be presented include the historic evolution of typography, the anatomy of typography, communication and graphic design. Typography is one of the principle tools of the visual communicator. The goal of this class is to understand the fundamental elements of typography. The course begins to familiarize you with visual communication design in its many aspects.

LEARNING OUTCOMES
1. Demonstrate a general sensitivity to typographic form.
2. Demonstrate a critical perspective on aesthetic qualities of typography.
3. Demonstrate an ability to work with typography.
4. Understand visual concerns of typography and typographic organizations of space.
5. Be able to clearly document and organize the design process and final projects.
7. Establish a strong sense of craftsmanship and professional production values.

TEXT & ONLINE RESOURCES
Required Books:
• Thinking with Type, 2nd revised and expanded edition by Ellen Lupton. ISBN-13: 978-1568989693

Suggested Books:
• Stop Stealing Sheep & Find Out How Type Works, Third Edition by Erik Spiekermann
• A Type Primer by John Kane, ISBN-13: 978-0130990716
• Getting it Right with Type: Victoria Squire, Hans Peter Willberg and Friedrich Forssman, ISBN-13: 978-1856694742
• Typography: Macro and Microaesthetics by Willi Kunz, ISBN-13: 978-3721203486

Learning Resources
• https://www.fontshop.com/glossary/
• http://lovetrypography.com
• http://typedia.com/learn/only/anatomy-of-a-typeface/
• http://letterfountain.com/classification.html
• http://www.typeculture.com/academic_resource/
• https://typekit.com/
• http://www.tm-research-archive.ch/

Online Tutorials
• http://www.lynda.com
• http://type.method.ac (Learning Kerning)
• http://bezier.method.ac (Learning Pen Tool)
• http://tv.adobe.com
COURSE EVALUATION CRITERIA

The student who shows up on time, with work complete that effectively demonstrates awareness of the principles being studied, is guaranteed to pass the course with a C. The following lists describe the criteria for earning higher and lower grades:

A- to A (90–93 / 94–100)
Work is complete, on time and of exceptional quality which achieves if not surpasses the goals of the project; Work is conceptually strong and visually well crafted; work shows a strong level of exploration and consequent improvement; work indicates understanding of the material and additional steps to improve understanding have been taken. Final projects show that all course outcomes have been understood. Strong effort and initiatives have been taken to participate in class and within the overall project.

B- to B+ (80–83 / 84–86 / 87–89)
Work is complete, on time and of good quality which achieves the goals of the project. Work is conceptually good and visually well crafted; work shows a good level of exploration and consequent improvement; work indicates overall good understanding of the material. Work may lack higher levels of exploration and subsequently, more exploration in process leading to a stronger final project might be needed. Final projects may not be completely resolved but outcomes have been understood. Good effort and initiatives have been taken to participate in class and within the overall project, but some aspects of the overall project might need improvement.

C- to C+ (70–73 / 74–76 / 77–79)
Work may be incomplete and/or late when handed in. Work is acceptable but is weakly crafted, and/or is visually weak. Work lacks exploration and consequent improvement. Understanding of the material is lacking, and steps to gain greater understanding have not been taken; Unexcused absences or persistent lateness have been recorded.

D (60–63 / 64–67 / 67–69)
Work is incomplete and late. Whether work is of poor or exquisite quality, the point is it is late and incomplete. Or, work is poorly conceived and attention to craft is not evident in the work; exploration is not evident.

F (0–59)
Work is not done and/or excessive absences have been recorded.

PROJECTS

<table>
<thead>
<tr>
<th>Quiz &amp; Assignment (To be announced in class)</th>
<th>15 %</th>
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</thead>
<tbody>
<tr>
<td>Project 1 – Minimal Letterforms</td>
<td>25 %</td>
</tr>
<tr>
<td>Project 2 – Modular Grid</td>
<td>30 %</td>
</tr>
<tr>
<td>Project 3 – Campbell Soup Label</td>
<td>35 %</td>
</tr>
<tr>
<td>Total</td>
<td>105%</td>
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</tbody>
</table>

OFFICE HOURS

I will be in my office on T/R from 11:00am – 12:00pm and 3:00 – 3:30pm, unless specified. I am very flexible, and can make additional appointments to meet your schedule needs. It is a good idea to shoot me an email to set up a time, so I don’t double-book! Office hours are to be used to discuss work in progress or talk about curricula/advising questions, career advising, etc. Office hours are not intended to go over material that you missed during a class period you chose to skip or had to miss for another conflict. You should contact a student in the class to find out what you missed and what is due. {exception: medical excuse}
<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Class Content</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>T 9/29</td>
<td>INTRODUCTION / SYLLABUS / Introduce PROJECT 1</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Lecture: Typeface Classification / Family</td>
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<tr>
<td>2</td>
<td>T 10/6</td>
<td>P1. Critique and discussion: Concept Development 2</td>
<td>P1. Concept Development 2: Project Concept / Brief</td>
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<td>Lecture: Anatomy of type</td>
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<td></td>
<td></td>
<td>Lecture: Letterforms</td>
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<tr>
<td>4</td>
<td>T 10/20</td>
<td>Attending AIGA Events at Portland</td>
<td></td>
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<tr>
<td></td>
<td>TH 10/22</td>
<td>PROJECT 1 REVIEW / Introduce PROJECT 2</td>
<td>PROJECT 1 DUE</td>
</tr>
<tr>
<td>5</td>
<td>T 10/27</td>
<td>P2. Critique and discussion: Concept Development 1</td>
<td>P2. Concept Development 1: Define a problem (Project Research)</td>
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<td></td>
<td></td>
<td>Lecture: Grid 1</td>
<td>Lecture: Spacing / Alignment</td>
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<tr>
<td></td>
<td>TH 11/5</td>
<td>P2. Critique and discussion: Design Development 3</td>
<td>P2. Design Development 3</td>
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<td></td>
<td></td>
<td>Lecture: Hierarchy</td>
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<td>7</td>
<td>T 11/10</td>
<td>working in class</td>
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<tr>
<td></td>
<td>TH 11/12</td>
<td>PROJECT 2 REVIEW / Introduce PROJECT 3</td>
<td>PROJECT 2 DUE</td>
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<tr>
<td></td>
<td>TH 11/26</td>
<td>Lecture: Grid 2</td>
<td>no class (Thanksgiving)</td>
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<td>9</td>
<td>T 11/24</td>
<td>P3. Critique and discussion: Design Development 2</td>
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<td>Lecture: Grid 2</td>
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<tr>
<td></td>
<td>TH 12/3</td>
<td>P3. Final Feedback / Improvement</td>
<td>P3 Pre-final</td>
</tr>
<tr>
<td>11</td>
<td>TH 12/10</td>
<td>PROJECT 3 REVIEW</td>
<td>PROJECT 3 DUE</td>
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CLASSROOM POLICIES

Attendance:
Attendance is mandatory. You are allowed one unexcused/'free' absence during the term. Absences are excused for illness with professional medical written explanation or other proof of treatment. Students who have more than one unexcused absences will receive one grade lower on their final grade than earned (i.e. B will drop to a B-, at three absences C+.).
Three absences without faculty consultation, whether excused or unexcused, will result in an F.
Faculty do not recognize notification by classmates of your pending absence. Be prepared to get missed material from a classmate, as the instructor will not repeat lectures/assignments.

* Instructor will not accept sketches or projects through e-mail. You must make an appointment with me to review if you need.

Lateness
Class begins promptly at designated time, please come to class on time. Two late arrivals (10 min.) or early departures are considered one absence. The student is responsible for the materials missed. On project due dates, there will be time to allow for pin-up set-up of work. Work not ready to review after designated set-up time (without prior faculty approval), will not be critiqued by faculty or peers during class. Faculty will not critique work outside of class if the work is not complete when due. Repetitive lateness will result in a lower semester grade. All project deadlines are final and lateness will result in one project letter-grade docked per class period missed. (exception: extenuating circumstances)

General Classroom Policies
Exceptions are granted on an individual basis, such as in case of an emergency impacting a required project report.

Progress Reports and Critique Sessions:
Progress reports (e.g., develop concepts, review layout and designs, etc.) must be completed prior to the beginning of the class, unless otherwise noted. Critiques are based on project reports. If a student is unable to complete the progress report prior to the beginning of a class due to emergencies or health issues, he/she must request permission to attend critique (preferably in writing or via e-mail 24 hours before the class). After the critique, students can return to class.

No-Progress Report Penalty:
Students must show the overall progress of his/her project to the instructor during critique and/or assigned report dates. Failure to show the project's progress will result in non-acceptance of the project. Student will receive an F for the project.

E-mailing the Instructor:
When e-mailing the instructor for class-related matters, identify in the subject area your class number, section, and name followed by a descriptive title (e.g., GD226: Doctor's Appointment). Notice that works won't be critiqued and grades won't be submitted via e-mail. Instructor will not accept sketches or projects through e-mail. You must make an appointment with me to review if you need.

Classroom Courtesy and Disruption (Class Participation):
The following rules are non-negotiable. Non-compliance will be pointed out to those students who choose to ignore them, and will reflect in their overall course grade.

- Work areas are free of clutter; bags and other things that are unnecessary to the class session are tucked away.
- Requested working materials and supplies are readily available.
- Software that is open during class is limited to a web browser, Adobe programs, and other related software necessary to proceed with work.
- Cell phones are turned off and out of site. If you are awaiting dire news, inform faculty.
- Music players are turned off, but can be used during work-in-class sessions.
- All chat software is inactive.
- Discussion with peers concerning current work is welcome and encouraged during working sessions.
COB / UNIVERSITY POLICIES

About Student Absences: [http://studentlife.oregonstate.edu/main/about-student-absences]
OSU does not have a policy for excused absences from class. The academic regulation that governs attendance is Academic Regulation 14, Attendance: “Attendance is one of the most important factors in a student’s academic success. Therefore, an instructor may consider attendance in arriving at a student’s grade. While attendance should not be the primary factor in determining a student’s academic accomplishment in a course, it may be used as a partial measure of performance.”

*Medical Excuse Policy [http://studenthealth.oregonstate.edu/general/policies-and-guidelines/medical-excuse-policy]
Oregon State University Student Health Services has a policy to not provide written excuses to explain a student’s absenteeism from classes or poor performance on examinations. This policy is consistent with our commitment to maintain patient confidentiality, encourage more appropriate use of health care resources, and support meaningful dialogue between teacher and student. Students are responsible to promptly notify instructors about absences caused by illness or injury. A student who feels his/her situation deserves special consideration may make an appointment with the Director or designee to discuss other options. Students who wish to request a withdrawal from a class or from the University need to follow the rules set forth by the University. Information about withdrawals can be obtained from the Registrar’s Office.

Academic Dishonesty: According to OSU student conduct regulations, academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work. Refer to the OSU Student Conduct code (576-015-0020) for a comprehensive definition of academic dishonesty. [http://studentlife.oregonstate.edu/sites/studentlife.oregonstate.edu/files/student_conduct_code_1.pdf] All cases of suspected academic dishonesty will be handled in strict accordance with OSU policy [http://studentlife.oregonstate.edu/studentconduct] and College of Business policy [http://business.oregonstate.edu/college-business-academic-and-professional-standards]. [http://studentlife.oregonstate.edu/studentconduct/offenses-0#offenses]

Visual plagiarism
Visual plagiarism is as dishonest as verbal plagiarism and it is dishonest to look at work online or in books and publications and copy it. [http://prezi.com/vzpa2bgyii_r/visual-plagiarism-for-art-students/]

Diversity Statement
Diversity encompasses differences in age, color, ethnicity, national origin, gender, physical or mental ability, religion, socioeconomic background, veteran status, sexual orientation, and marginalized groups. We believe diversity is the synergy, connection, acceptance, and mutual learning fostered by the interaction of different human characteristics.

Religious Holidays
Oregon State University strives to respect all religious practices. If you have religious holidays that are in conflict with any of the requirements of this class, please see me immediately so that we can make alternative arrangements.

Disability Accommodation:
Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS) [http://ds.oregonstate.edu]. Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 737-4098.

COB CODE OF HONOR
A code of honor represents the moral commitments of those abiding to it. While each person lives by his or her personal code, the establishment of collective values creates a universal goal to which we can aspire. It is through the pursuit of these professional attributes that we reduce the possibility of immoral actions ourselves.

In order to uphold our personal character and the organization that we proudly call our own, we take this oath.

- **INTEGRITY**: The quality of being honest and having strong moral principles, integrity stands as the backbone of character and is essential for success.
- **RESPECT**: Respect for others and yourself is a commitment to the fair treatment of and the fair competition with others. Through respect we embolden the character of others and ourselves.
- **RESPONSIBILITY**: We are held accountable for our words and actions as professionals to embed a steadfast commitment to honor in our decisions.