

# Typography

What language is to writing, typography is to graphic design. Today's designers, who work primarily in digital media, create messages that are both "virtual" (time-based and in perpetual motion) and fixed in place by ink on paper. This course explores how typography shapes content. Legibility, emphasis, hierarchy of meaning, personal expression, and appropriateness are developed through designing with letters, words, and texts. Students will learn the principles of clear, strong, and effective design using current design applications and technology. Projects will investigate design as rhetoric, information, and artwork.

*Prerequisite: ART 131.*

ART230 A — Typography and Information Design

## **Class Meets**

Mondays and Wednesdays, 1:15PM - 03:45PM,  
South Hall, Room 104 — 08/31/2015 - 12/11/2015

## **Time Required Outside Class: (estimate)**

- Preparing projects, (lab time) sketching, and reading for class, 9 hours x 15 weeks = 135 hours
- Preparation time for quizzes 1 hour each x 5 quizzes = 5 hours
- Field trip to NY, or alternate trip = 12 hours
- Gallery openings in Payne Gallery and HUB = 4 hours

## **Important Dates**

August 31	Classes Begin
September 3, 6:30-8 pm	Payne Gallery Reception – Tiger Strikes Asteroid (contemporary gallery)
September 7	Labor Day – classes held, most college offices closed
September 8	Final day for course changes (drop-adds)
September 8, 4:30 pm	HUB Gallery Reception – Kris Kotsch "As the Crow Flies"
September 24, 10:00	InFocus Convocation
October 8, 6:30-8 pm	Payne Gallery Reception – Jules Buck Jones (installation sculptor)
October 9	Mid-Term
October 10-13	Fall Break
November 6	Last day for withdrawal with W
November 6	NY Trip (alternate trip(s) still to be scheduled)
November 10, 4:30 pm	HUB Gallery Reception – Matt Beniamino '13 – Invision Photo Festival
November 12, 6:30-8 pm	Payne Gallery Reception – Mavis Smith (egg tempera painter)
November 25-29	Thanksgiving Break
November 30, 4:30 pm	HUB Gallery – closing reception for student show
December 11	Last Day of Classes
December 11, 11:45 am	HUB Gallery Reception – Kristin Baxter FYS Class Show
December 14-18	Exams and Critiques

## **Professor**

Camille Murphy, Office Hours by Appointment.  
Please contact me via Blackboard or email at [murphyc@moravian.edu](mailto:murphyc@moravian.edu)

# Final Topic Choices

1. Philippe Apeloig
2. John Baskerville
3. Saul Bass
4. Michael Bierut
5. Giambattista Bodoni
6. David Carson
7. Jay Chiat
8. Ivan Chermayeff/Thomas Geismar
9. Seymour Chwast
10. Milton Glaser
11. April Greiman
12. Jonathan Hoefler
13. John Maeda
14. Tibor Kalman
15. Chip Kidd
16. Barbara Kruger
17. Willi Kunz
18. Jean-Benoît Lévy
19. Gail Anderson
20. Herb Lubalin
21. Rudi Meyer
22. Paula Scher
23. Nancy Skolos/Thomas Wedell
24. Erik Spiekermann
25. Art Spiegelman
26. Henry Steiner
27. Jan Tschichold
28. Massimo Vignelli
29. Wolfgang Weingart
30. Fred Woodward

Or, anyone else that has won the AIGA Medal.  
<http://www.aiga.org/medalist/>

## Course Textbook

*Designing with Type* by James Craig, 5th Edition, Watson-Guptill Publications, New York 2006

Textbook website: <http://designingwithtype.com/5/>

## Course Goals

- Gain a thorough understanding of type anatomy, classifications, type structure, and type as form
- Understand and create visual communication using proper typographical hierarchies and grid systems
- Develop critical thinking skills while exploring and solving information design problems
- Learn the process of creating strong concepts and composition
- Engage in intelligent dialogue about typography, design and your own work

## Grading

Student performance will be evaluated based upon the following criteria:

- Assignments: 100 points each = 400 Points
- Quizzes: 100 points each = 500 Points
- Midterm: 300 Points
- Final: 300 Points
- Process Book and Pinterest Boards: 100 Points
- Grade equals percentage earned against possible 1600 points. For example if your total points earned are 1450, then  $1450/1600 = 90.625$ , or an A-.

## Standard numeric grading scale

A	94-100	B -	80-83	D +	67-69
A -	90-93	C +	77-79	D	64-66
B+	87-89	C	74-76	D -	60-63
B	84-86	C -	70-73	F	below 60

## Due Dates and Late Work

Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

## Cheating and Plagiarism

Your instructor routinely uses the plagiarism detection devices, Turnitin.com, Safeassign, and Google to uncover acts of plagiarism.

The College expects students to observe academic integrity in all aspects of their academic life, including the conduct of their examinations, assignments, and research. All members of the College community share the responsibility of creating a climate of academic integrity, based on fairness to others and respect for oneself. Violations of academic integrity are treated very seriously. Plagiarism (the act of copying, stealing, or representing the ideas or words of another as one's own without giving credit to the source), cheating on examinations, and all forms of academic dishonesty are forbidden. Students found guilty of such behavior are subject to appropriate disciplinary action, which may include a reduction in grade, a failure in the course, suspension, or expulsion. Cheating on exams, quizzes, projects or papers will not be tolerated and will result in a 0 or F.

## **Attendance**

Consistent attendance will be critical to your success in our class. After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, student will receive a failing final grade. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send an email prior to our class meeting.

An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness).

Death in family should be confirmed with Student Services.

Documentation is required for sports. Students may be excused from class, with advanced notice, for games or matches, but not for practice. Students should provide the instructor with a schedule, if they know you will be missing any classes due to a game or match. Practice is not an excused absence. Students must make arrangements to cover any missed class material and turn in assignments on the appropriate date.

Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

## **Missing Portions of Class**

The following count as unexcused absences

- Arriving more than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

Students: If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

## **Disability Statement**

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support, lower level of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

## **Student Conduct**

No student may interfere with another student's opportunity to learn. Any behavior that interferes with the progress of this class will not be tolerated. If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the Academic Affairs Office.

## **Required Materials**

All students enrolled in digital design and media courses are required to have an external hard drive or cloud service for storage of work.

- one hard-back, bound, process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11") folder/notebook for PROJECT SPECS, exercises, readings, handouts, and technical information sheets, etc. several (4 — 5) sheets of black matboard (32"x 40" 4 — ply)
- pens/pencils and eraser and extra fine sharpies for process books
- ruler (at least 17") metal and cork backed
- White 3/4" artist tape
- Tracing Paper Roll (24" x 20 yard, can be found at Dick Blick)
- X-Acto No.1 or Gripster Knife {holds no. 11 blades}
- spray mount or other mounting supplies

## **Guest Speaker(s) and Event(s)**

To be announced

### **8/31 - 9/2 | Week 1 | Introduction**

Introduction and Overview of Course. Review of student responsibilities, syllabus, and overview. Introduction to vocabulary, introduction to the course content.

Lab: Project | Expressive Words p.115

Lesson: Basics of Typography, Origins of the Alphabet, Type Terminology and Measurements.

Reading: Chapter One, Basics of Typography

Assignment: Project | Expressive Words p.115

### **9/7 - 9/9 | Week 2 | Basics of Typography**

Lab: Project | Expressive Words p.115 con't.

Critique: Project | Expressive Words p.115

Reading: Chapter One, Basics of Typography

**Wednesday 9/9 Assignment Due: Project | Expressive Words p.115**

### **9/14 - 9/16 | Week 3 | Logotypes**

**Monday 9/14 Quiz: Chapter One, Designing with Type**

Lab: Project | Logo p.136

Lesson: Five Classic Typefaces, Type classifications, and characteristics.

Reading: Chapter Two, Five Classic Typefaces

Assignment: Project | Logo p.136

### **9/21 - 9/23 | Week 4 | Logotypes**

Lab: Project | Logo p.136 Con't

Lesson: Identifying Typefaces.

Reading: Chapter Two, Five Classic Typefaces

**Wednesday 9/23 Assignment Due: Project | Logo p.136**

### **9/28 - 9/30 | Week 5 | Text Type**

**Monday 9/28 Quiz: Chapter Two, Five Classic Typefaces**

Lab: Project | Visually Enhanced Quotation p.116

Lesson: Designing with Text Type, Letterspacing, Wordspacing, Linespacing, and Leading.

Reading: Chapter Three, Designing with Text Type

Assignment: Project | Visually Enhanced Quotation p.116

### **10/5 - 10/7 | Week 6 | Text Type Con't**

Lab: Visually Enhanced Quotation p.116

Lesson: Type Arrangements, Paragraph Indicators, Creating Emphasis, and Grids.

Reading: Chapter Three, Designing with Text Type

**Wednesday 10/7 Assignment Due: Project | Visually Enhanced Quotation p.116**

### **10/14 | Week 7 | Display Type**

*(No class Monday - Fall Break)*

**Wednesday 10/14 Quiz: Chapter Three, Designing with Text Type**

Lab: Project | Grids p.124

Lesson: Designing with Display Type.

Reading: Chapter Four, Designing with Display Type  
Assignment: Project | Grids p.124

**10/19 - 10/21 | Week 9 | Display Type Con't**

Lab: Project | Grids p.124

Lesson: Optical Considerations, Punctuation, Display Initials,  
Modifying Type.

Reading: Chapter Four, Designing with Display Type

**Wednesday 10/21 Assignment Due: Project | Grids p.124**

**Prepare Midterm .pdf of corrected work for grading.**

**10/26 - 10/28 | Week 10 | Color**

**Monday 10/26 Quiz: Chapter Four, Designing with  
Display Type**

**Wednesday Midterm .pdf Due**

Lesson: Color and Type, Spot Colors, CMYK, RGB.

Reading: Chapter Five, Color & Type.

Lab: Final Project Sketches

Assignment: Project | Brochure p.126, Topics from 1st  
week, each student to select 1 influential designer or  
for the subject of their minimum 8 page brochure.

**11/2 - 11/4 | Week 11 | Traditional Skills**

Lab: Start Final Project

Lesson: Traditional Skills, Copyfitting, Comping, Copy Prep,  
Proofreader's Marks.

Reading: Chapter Seven, Traditional Skills

Assignment: Project | Brochure p.126

**11/9 - 11/11 | Week 12 | Traditional Skills Con't**

**Monday 11/9 Quiz: Chapter Five, Color**

Lab: Final Project

Final Project | Brochure p.126

**11/16 - 11/18 | Week 13 | Final Project**

Lab: Final Project Critique

Lesson: Prepress, and printing techniques.

Final Project | Brochure p.126

**11/23 | Week 15 | Final Project Lab**

*(No class Wednesday - Thanksgiving Break)*

Lesson: Comping

Final Project | Brochure p.126

**11/30 - 12/2 | Week 16 | Final Project Lab**

Monday 11/30 Lab: Final Project Critique

Final Project | Brochure p.126

**12/7 - 12/9 | Week 16 | Final Project Lab**

Final Project | Brochure p.126

**Wednesday 12/9 Final Project Due for Presentation**