

DES209 Typography / Winter 2019

Faculty

Annabelle Gould
Associate Professor, VCD
agould@uw.edu

Office Hours:
M 12:00–2:00pm Art 251

Teaching Assistant

Franklin Vandiver
Master of Design 2019
fvandive@uw.edu

Office Hours:
F 12:00–2:00pm Art 331

COURSE OVERVIEW + GOALS

This course introduces you to the fundamentals of typography. Through a series of lectures and applied problems you will become proficient in typography's enduring basics: structure, layout, and information hierarchy as well as terminology and type-face selection. Projects are designed to help you develop an understanding of, and sensibility toward, typographic details in order to create successful typographic messages. The course will first focus on individual letterforms, then proceed to words, sentences, and short paragraphs with multiple levels of hierarchical meaning.

LEARNING OBJECTIVES

At the conclusion of this course, you should be able to:

- 1) Create dynamic typographic compositions that effectively communicate meaning;
- 2) Understand and use professional typographic terms;
- 3) Understand the nuances/techniques involved in professional typesetting;
- 4) Work with grids to organize information and establish an effective hierarchy for the reader;
- 5) Understand and appreciate the historical evolution of typography and its role in the advancement of western civilization.

COURSE STRUCTURE + REQUIREMENTS

This course meets twice a week with lab sections on Fridays. All sessions take place in Rooms 227/229 of the School of Art + Art History + Design. Friday labs are scheduled for 8:30–9:50am and 10:00–11:20am. Please attend only the time slot for which you are registered. Attendance is expected for all classes and labs. It is recommended that you take notes in a notebook (on paper). Please keep laptops closed during lectures and critiques.

The quarter will be a combination of lectures, critiques, in-class exercises and demonstrations. Friday labs are reserved for critiques or tutorials. Several projects and exercises will be assigned throughout the quarter. Simple quizzes covering assigned readings and lectures may be given at any time during the quarter. Each assignment also serves as a quiz in that it demonstrates your mastery of the material.

COURSE WEB SITE

DES209 via canvas

Readings and references will be posted weekly. You are expected to complete all readings even if they are not explicitly discussed in class.

FINAL EXAM

Tuesday, March 19, 2:30–4:20pm, Room 227/229 (attendance is expected)

POLICIES + EVALUATION

All work for this class should be approached with a high degree of professionalism. Attendance is required for all class sessions. If you miss a class for any reason, it is your responsibility to contact fellow classmates or the TA to make up the work. Please make every effort to be on time. Arriving late is seen as a lack of interest and a sign of disrespect for your colleagues. Work that is not ready (or pinned up) at the beginning of class will not be critiqued. Late work is heavily discouraged and will not be

accepted without prior permission. Grading is based on the quality of your work during the quarter (both visually and conceptually); your design process (the extent of exploration and variation throughout each project) and on participation in group discussions and critiques. *There will be no opportunity for revisions on any projects this quarter.*

GRADING BREAKDOWN

Projects 1–3 (10% each)

Project 4–5 (15% each)

Research Project (15%)

In-class exercises (5%, no makeups)

Pop quizzes (5%, the lowest score will be dropped, no makeups)

Class participation, individual effort and process (15%)

The following criteria is used when determining grades:

A 3.8–4.0 is given to a student who has exhibited the highest possible performance in all aspects of the course—final projects, the design process and participation are excellent. This student independently seeks out additional information on design and is highly committed/passionate about his/her work.

A 3.4–3.7 is given to a student who exhibits superior performance in all aspects of the course—the final projects, design process, and participation are uniformly of high quality. This student has a thorough understanding of all concepts presented, and is motivated to improve and succeed.

A 2.9–3.3 is given to a student who has good performance in most aspects of the course. This student follows a thorough design process, has good design work, and consistent participation that reflects a clear understanding of almost all concepts being presented.

A 2.5–2.8 is given to a student who has fair performance in the course. The final work is adequate, with a design process that reflects the minimum needed to complete assignments. Participation and motivation are moderate.

A 0.0–2.4 is given to a student with poor performance in the course. Projects are incorrectly prepared, incomplete or missing. This student does not understand the majority of concepts presented and rarely participates in class. This student is not prepared for subsequent courses in design.

All students are required to pass every design studio class with a minimum grade of a 2.0. Receiving a grade below the 2.0 benchmark will result in a one-quarter probationary period. Continued failure to pass subsequent design courses with a minimum 2.0 grade could result in expulsion from the design major.

REQUIRED SOFTWARE

I strongly recommend you install a font management system such as Linotype Explorer, Suitcase or Font Book to manage typefaces on your computer. You will also need regular access to Adobe InDesign, Illustrator and Photoshop. Use of Typekit and Google Fonts will be reviewed in class. Additional demonstrations and tutorials will be given throughout the quarter. All Design majors in the upper division are expected to have solid working knowledge of the Adobe Creative Suite. Do not let a lack of familiarity with a program prohibit you from realizing ideas. Seek help from Catalyst, Adobe online forums, Lynda.com (a great resource, subscription required), your classmates or the TA as needed.

REQUIRED READING

Thinking With Type (2nd Edition) by Ellen Lupton

Available via Amazon for about \$14.00

The bookstore will take a few weeks to stock copies

RECOMMENDED READING

General Overview

A Type Primer by John Kane

On Web Typography by Jason Santa Maria

Better Web Typography for a Better Web by Matej Latin

The Elements of Typographic Style by Robert Bringhurst

Typography Workbook by Timothy Samara

Typography: Macro- and Micro Aesthetics by Willi Kunz

The Fundamentals of Typography by Gavin Ambrose + Paul Harris

Detail In Typography by Jost Hochuli

Design With Type by Carl Dair

Typographic Design Form and Communication by Carter, Day, Meggs

An A-Z of Type Designers by Neil Macmillan

Book Design by Andrew Haslam

New Typographic Design by Roger Fawcett-Tang, with David Jury

Typography: Formation + Transformation by Willi Kunz

Stop Stealing Sheep and Find Out How Type Works by Erik Spiekermann

Type & Typography by Phil Baines and Andrew Haslam

Historical Perspective

Asymmetric Typography by Jan Tschichold

The New Typography by Jan Tschichold

Typography: A Manual of Design by Emil Ruder

Rules of Typesetting

Getting It Right with Type: The Dos and Don'ts of Typography by Victoria Squire

The Complete Manual of Typography by James Felici

Words into Type by Marjorie E. Skillin

InDesign Type by Nigel French

Grid Systems

Grid Systems in Graphic Design by Josef Müller-Brockmann

The Typographic Grid by Hans Rudolf Bosshard

Grid Systems: Principles of Organizing Type by Kimberly Elam

Blogs/Periodicals

See the course website for periodical links and additional references

SUPPLIES

Bring your laptop and textbook to every class, unless you are told otherwise. Any supplies needed for in-class exercises will be announced in advance.

EMAIL + CORRESPONDENCE

Class announcements are sent to registered students via Canvas. Check your UW email daily (especially with inclement weather and flu season upon us). When contacting faculty or the TA, please e-mail from your UW account and include a signature block. This will help to avoid junk filters. For all e-mail communication, please observe normal business etiquette with formal salutations to instructors and colleagues, written in proper English without acronyms or abbreviations.

As a matter of policy, no assignments will be critiqued through email. Use your colleagues, critiques during class time, the TA, or office hours for feedback on projects. Note: office hours are not a substitute for missing class.

LAPTOPS/FILE STORAGE

It is strongly recommended that you back up all work after every assignment. You should also make a habit of saving process work (rather than saving over each version as you go). Use a jump drive, buy a portable hard drive, subscribe to a backup service (Crash Plan), use UW server space or iCloud. Make sure that you regularly run any necessary system updates on your laptop to prevent failures and crashes. Questions about laptop memory and software can be directed to Design faculty and the TA.

ACCOMMODATIONS

If you need to request academic accommodations due to a disability, please contact Disabled Student Services, 448 Schmitz, 543-8924. If you have a letter from Disabled Student Services indicating you need academic accommodations, please present it to me so we can discuss what you might need for the class.

PLAGIARISM

Plagiarism is defined as using in your own work the creations, ideas, words, inventions, or work of someone else without formally acknowledging them through the use of quotation marks, footnotes, bibliography, or other reference. Please check with course faculty if you have questions about what constitutes plagiarism. Instances of plagiarism will be referred to the Vice Provost/Special Assistant to the President for Student Relations and may lead to disciplinary action.

VIOLENCE AWARENESS + PREVENTION

- Preventing violence is everyone's responsibility. If you're concerned, tell someone.
- Always call 911 if you or others may be in danger.
- Call 206-685-SAFE (7233) to report non-urgent threats of violence and for referrals to UW counseling and/or safety resources.
- TTY or VP callers, please call through your preferred relay service.
- Don't walk alone. Campus safety guards can walk with you on campus after dark. Call Husky NightWalk 206-685-WALK (9255).
- Stay connected in an emergency with UW Alert.
- Register your mobile number to receive instant notification of campus emergencies via text and voice messaging.
- Sign up online at www.washington.edu/alert.
- For more information visit the SafeCampus website at www.washington.edu/safecampus.