**MGD116-Typography 1**

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*This abbreviated syllabus must be read together with the material within the Institutional Policies Module of the class D2L shell. Combined, these documents constitute the entire syllabus required for this course.*

# Course Information

Course Title: MGD 116 Typography 1

Course Prefix, Number & Section: 23375 - MGD 116 - 001

Credits: 3

Course Description (from CCNS): Introduces the history and concepts of typography as applied to graphic communications. Explores appropriate use of typography in a variety of design applications, emphasizing the basic design principles of typographic compositions and typesetting. Covers type recognition and typographic terms.

Prerequisite(s)/Co-requisites: Grade of C or better in MGD 101, or   
MGD 101 as a corequisite

Semester and Year: Fall, 2019

Meeting Location, Times and Days: Cherry Creek 119, 09:30-12:15 pm, M-W

Start Date: Monday, August 19, 2019

End Date: Monday, December, 09, 2019

Last date to drop with a refund: Thursday, September 5, 2019 (Regular 15 weeks)

Last date to withdraw: Monday November 18, 2019 (last day withdraw from a class and receive a grade of “W”)

**Instructor Information**

Name: Marston (Marty) A. Jaquis

Office: 303 352-6659

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Center Name, Location & Phone: Center for Arts, Behavior & Social Sciences,   
CHR 307, 303-556-2473

Office Location: ART180

Office Hours: By appointment only.

# Required Course Materials

* Flash Drive: Minimum 4GB
* Tracing paper, Canson 14in x 17in, 50 shts
* Mechanical Drafting Pencil 0.5mm
* 0.5mm Replacement lead 2HB.
* Black markers - very fine, medium and broad tips (Sharpie, Micron, etc)
* Erasers (white drafting)
* Drafting/Artist tape (low-tact tape)
* X-acto Knife and extra blades
* C-Thru 18" Grid Ruler B-2M with stainless steel cutting edge
* Notebook and small sketchbook
* 15in x 20in Black on Black matte board for mounting final projects
* Rubber cement pick-up eraser
* Spray Mount (preferably 3M Super 77)

# Text Book requirement

**Thinking with Type** second, revised and expanded edition **Ellen Lupton** (a critical guide for designers, writers, editors, & students) Princeton Architectural Press. New York

# Institutional Outcomes

Graduates of the Community College of Denver are prepared to be successful on a personal, professional and global level. They are personally responsible, globally aware, complex thinkers who are skilled communicators, numerical thinkers, and effective and ethical users of technology. For a fuller description of these institutional outcomes, please see Institutional Policies module on this courses D2L shell.

In this class, the outcomes we will focus on are. . .

COMPLEX THINKER: Independent research to synthesize technical and unique   
creative solutions

EFFECTIVE AND ETHICAL USER OF TECHNOLOGY: Proficient knowledge and use of   
Adobe Creative Suite. Understand copyright laws for intellectual and creative properties.

EFFECTIVE COMMUNICATOR: Organize outlines for effective writing and oral presentations

GLOBALLY AWARE: Respect peers. Work well in class teams to develop creative solutions.

PERSONALLY RESPONSIBLE: Full accountability for time management, deadlines and ongoing research for projects and technical aspects of Creative Suite to solve problems outside the classroom.

NUMERIC THINKER: Ability to understand file and art size specifications. Ability to compute percentage ratios. Understand typography specification nomenclature. Understand DPI ratios for reproduction.

# Standard Competencies

1. Demonstrate and analyze geometric and organic problem-solving techniques.
2. Analyze the subtleties of type design.
3. Research the history of type and its classifications.
4. Compare execution of letterforms to develop sensitivity to type subtleties.
5. Determine and apply appropriate typefaces to subject matter.
6. Develop and use the appropriate typographic terminology for   
   letterforms and fonts.
7. Apply typographic treatments, such as kerning and leading.
8. Research history of period when specific classification of type was designed.
9. Research and use Gestalt design principles.
10. Determine whether or not a word has an emotional value of its own.
11. Research and discuss historical changes in tools used for rendering, and   
    printing methods (Gutenberg's press).
12. Examine and apply contrast situations, including: thick-thin, large-small, condensed-expanded, regular-italic, uppercase-lowercase, serif-san serif,   
    soft-hard, and positive-negative.
13. Apply design principles, including: repetition, gradation, anomaly, radiation, direction, concentration, space and texture.
14. Apply hierarchy and visual organization.
15. Apply visual organization to layouts.
16. Apply structural variations of center axis, flush right, flush left, and combinations.
17. Dramatize variations of information levels.

# Topical Outline

1. Research and use Gestalt design principles.
2. Determine whether or not a word has an emotional value of its own.
3. Research and discuss historical changes in tools used for rendering, and printing methods (Gutenberg's press).
4. Examine and apply contrast situations, including: thick-thin, large-small, condensed-expanded, regular-italic, uppercase-lowercase, serif-san serif, soft-hard, and positive-negative.
5. Apply design principles, including: repetition, gradation, anomaly, radiation, direction, concentration, space and texture.
6. Apply hierarchy and visual organization.
7. Apply visual organization to layouts.
8. Apply structural variations of center axis, flush right, flush left, and combinations.
9. Dramatize variations of information levels.

# Class Specific Rules

ATTENDANCE:

Attendance is taken daily and recorded in course D2L attendance. To view attendance register, visit CCD D2L. Students who need assistance using the D2L tools may make an appointment for one-on-one help. Email the Teaching Learning Center at tlc@ccd.edu. In the email, provide your name, S# and contact information.

Consistent and prompt attendance develops responsible professional behavior and insures students have access to the full range of experiences and information necessary to complete assignments and acquire skills and knowledge emphasized in a college education.

Since we have only 15 weeks together, every class is important. Students are expected to attend all sessions of the course. If you are consistently absent, you gravely jeopardize your success in the course. Students who miss 7 class sessions may fail this course on attendance alone. Please see the course instructor if you have problems.

TARDINESS:

Tardiness is defined as being fifteen (15) minutes late for class or departing before class had been formally dismissed by the professor. Three (3) tardies will be counted as one absence.

Tardiness that exceeds a half-hour will be counted as an absence. If you are late it is your responsibility after that class period to make sure the professor has you added to the roll.

GRADING SCALE:

A 90-100% Superior mastery or achievement.

B 80-89% Better than average mastery or achievement.

C 70-79% Acceptable mastery or achievement.

D 60-69% Less than acceptable mastery or achievement.

F Below 60% Fails to demonstrate achievement of course objectives.

In this course “C” work or average work is considered that which just satisfies the terms of the course. “A” work on the other hand, clearly takes the assignment to another level, pushing the boundaries of the project and that of your own personal limits. What this translates is a willingness to take risks and experiment. Please use this classroom opportunity to try out new ideas, processes, etc. This type of seriousness of investigation and pushing of one’s ideas will not only reap the benefit of a higher grade but will benefit most your growth as an artist/designer.

ASSIGNMENT DUE DATES:

Due dates will be given at the time the assignments are given.

PROJECT GRADING SYSTEM:

* Concept development and design process
* Final solution
* Meeting assigned objectives
* Professional presentation - unacceptable craftsmanship will affect the final grade
* Meeting project deadlines is critical – do it right and on time.

ASSIGNMENT WEIGHT:

Four (4) Projects: 100pts each 400pts

Two (2) Supplemental Projects: 50pts each 100pts

Five (5) Tracing Exercises: 10pts each 50pts

One (1) Anatomy Quiz: 40pts

Four (4) Progress Reviews 10pts each 40pts

One (1) Final Exam 100pts

THE COURSE GRADE IS BASED ON:

* Project grades
* Exercise grades
* Meeting deadlines – *points will be deducted for projects or assignments   
  handed in late*
* Class participation

Critiques:

This class deals with contemporary issues of not only our visual culture, but our linguistic culture as well. We will be developing skills in relevance to the computer and issues concerning the practice of Graphic Design. We do this by looking at work in a critical way. Do not take the critique process personally. You will be faced with critical evaluations throughout a graphic design career, and our critiques are aimed at improving your skills and enhancing your abilities. Developing a keen eye for detail is the primary goal of any class working with functional and aesthetic issues. Be prepared to discuss your work, and contribute constructive, positive

CHEATING/PLAGIARISM:

Plagiarism is grounds for failing an assignment or course and/or disciplinary action from CCD. DO NOT PLAGIARIZE. Plagiarism means copying passages directly from the text of study guide or any other source, without quotation marks and citations. Summarize or paraphrase the information. If you paraphrase by rearranging the order of a sentence or words, then give credit for the source. No credit will be given for plagiarized papers

LATE OR MISSED EXAM POLICY:

There are no written exams. Circumstances of allowing exam/project make-ups will be reviewed by the Instructor and the Department Chair to determine if an exam/project makeup is warranted. You must agree with your professor on a new due date for the assignment.

INSTRUCTOR’S EXPECTATIONS:

Success in class, as well as the very competitive professional world of the graphic arts, correlates directly to the amount of time and effort you are willing to invest in your projects and education.

Your grade for this class is based on attendance, preparation, deadlines, critique participation, meeting project parameters, technical capability within the program, and the ability to speak and write clearly about ideas/concepts presented in class.

It is your responsibility to maximize your project time outside the class room. Practice will help you sharpen and master your skills to work efficiently with the Adobe Creative Suite. There are computer labs available on campus, please take advantage of them.

It is your responsibility to independently research and apply additional Adobe Creative Suite techniques that will help you solve problems outside the classroom. Also there are many advanced techniques that are not covered in the basic introductory classroom

Students who miss lectures, project explanations, class exercises and discussions, may be able to complete projects within deadlines but rarely demonstrate the understanding or level accomplishment of students who attend regularly.

Since faculty organize courses of study so the projects build upon one another, students who miss information or fail to understand early projects are at a disadvantage throughout the semester. Determining factors for grades will be derived from 6 factors:

1. PROCESS/EXPLORATION

This is where you begin the creative process. Utilization of thumbnails and sketches, concepts and research, observation and intent will all play a significant role in your design. Depth or level at which you explore multiple solutions to any given problem or project. All of this will be reflected not only in your class involvement, but how well you have utilized the lessons learned during class discussions and lectures.

1. OVERALL AESTHETIC/DESIGN RELATED CONCEPTS

Visual aesthetic of poster/project, layout, the ability to demonstrate the creative process visually through attempts to execute the ideas from the Process/Exploration stages into an affective visual solution that conveys the intended meaning or information.

1. PROGRAM/COMPUTER FUNCTIONS/TOOLS

Based on your ability to successfully demonstrate the program functions/tools learned in class lectures.

1. PRESENTATION/CRAFTSMANSHIP

This is based on how well you present your work visually and verbally, demonstrating an understanding of basic design principles and program functions/tools. During participation in critiques you will be expected to account for issues such as intended style, layout decisions and intended communication. The quality of print outs and neatly mounting your projects will also be considered when assessing your submittal.

1. VERBAL CRITIQUES AND GROUP DYNAMICS

The learning and creative process is based on an exchange of ideas and critique. Verbal critique is very beneficial and customary in a classroom as well as a professional setting. You must be prepared to participate in an active dialogue about not only your assignments but also those of your peers.

Critiques are meant to be constructive and honest. They will help develop your verbal communication skills and learn to work in a group dynamic, as well as improve your work by sharing ideas and insights.

1. READING/RESEARCH

There is no required text book for this course. However, readings from handouts and independent research is essential throughout the semester. It is your responsibility to cover all assigned materials and online research. The subject matter will help clarify understanding of topics that relate to both technical and visual communication principals.

# Calendar /Assignments

**Date/Week: Topics/Assignments:**

|  |  |  |
| --- | --- | --- |
| Week 1 | Syllabus review /Class introduction & questionnaire.Why good typography matters. | Typographic Journal Intro |
| Week 2 | History of Type. Serif vs San Serif. Display type vs text Type. Type Classification.Anatomy: Parts and shape, size and measurement, type families; width and weights. | Trace exercises 01/02 |
| Week 3 | Kerning and kerning pairs. Tracking and leading. Type alignment and justifications. Indents, outdents and punctuation. | Trace exercises 03/04 |
| Week 4 | Review: anatomy, classification & terminology. Understanding Gestalt theory; color, positive & negative, contrast and repetition. | Trace exercises 05/06  Anatomy Quiz  Typographic Journal due |
| Week 5 | Typographic best practices. Legibility and Readability. Hierarchy. | Type Project 01 Due Ligature |
| Week 6 | Layout, objects using proximity, effective white space, create a focal point |  |
| Week 7 | Typographic systems; grid, transitional, modular and bilateral |  |
| Week 8 | Layout, objects using proximity, effective white space, create a focal point | Type Project 02 Due  CSO Poster |
| Week 9 | Typographic organization; hierarchy, order of reading, legibility, and contrast. |  |
| Week 10 | Typographic expressiveness. Symmetry, asymmetry. |  |
| Week 11 | Typographic Composition. grid, structure of containing type. Contrast and scale. | Type Project 03 Due Type Specimen |
| Week 12 | Typographic hierarchy to navigate content, position, orientation, size, weight, color and contrast |  |
| Week 13 | Reinforce a documents mood, composition principles, proportion and grid |  |
| **FALL BREAK** | **Mon., Nov. 25 – Fri., Nov 29,2019** |  |
| Week 15 | Class Review Final Exam | Type Project 04 due Designer Book Cover |