Laney College
GRAPHIC ARTS DEPARTMENT

TYPOGRAPHY

Course: GRART 113, Typography   Fall 2012
Units: 3
Prerequisite: None

Text: *Exploring Typography,* Tova Rabinowitz, ISBN-13: 978-4018-1505-9 or
ISBN-10: 1-4018-1505-7

Note: Course syllabus and Assignment Sheets/Lecture Handouts along with other materials can be found at "http://laney.edu/graphic_arts". Look for the menu on the righthand side of the Home page. The Assignment Sheets and Lecture Handouts are password protected.
The password is the course number plus computer login word with no spaces.

Materials: The following is a list of possible tools and materials a student in this course might use. Actual items will vary with each student's choice of presentation methods but all projects will be expected to be presented showing the highest professional level possible compared with industry standards.

1. Pocket Notebook/Portfolio
2. 1-128 mb USB Drive
3. Presentation "matte" boards of various sizes.
4. Copies, color, black & white and Fiery/Laser Outputs
5. C-Thru brand graphic arts ruler or equivelent and various drafting tools such as a 30/60 Triangle (Metal is best), french curves, circle guides, etc.

Purpose: The abstract typographic concepts taught by hand, and computer composition form the basis for all typographic design. The conceptualization skills taught by this class are mandatory for successful operation of current software technology, typographic design and effective graphic design.

Student Learning Outcomes:

Upon completion of this course the student will be able to:
1. Categorize typefaces into the basic industry standard categories and subcategories.
2. Measure, align, space, layout and emphasize type for maximum effective use in graphic design projects.
3. Use fundamental computer skills of typographic layout in page layout programs.
4. Express the artistic qualities and historical significance of type.

Objectives: Students will be able to:
• Utilize the "printer's System of Measurement"
• Exhibit the use of "proof reading symbols" for copy mark-up
• Distinguish between text and display type
• Identify type according to typographic categories
• Hand compose type to better understand the background of traditional terminology and techniques of modern computer application.
• Understand and use type as a design element.
• Demonstrate a knowledge of type anatomy and structure
• Computer typeset a variety of copy
• Apply typographic principles to various typesetting projects

Course Content: The following topics will be covered during the semester:
• System of type measurement
• Past and present methods of composition
• Alignment and Spacing of type.
• Type nomenclature and structure
• History of typography
• Type style categories
• Proofreading
• Graphic Designing with type

Don Petrilli, Instructor
Phone: 510 464-3263
Email:dpetrilli@peralta.edu

Office Hours:
Mon, thru Thur.
1:00 - 1:50 p.m.

Sections Code: 41037

Lecture Hours:
Wed. 8:00-9:50 a.m.

Lab Hours:
Wed. 10:00-12:50 p.m.

Grading: Grading for this course will be determined by a weighted system taking into account the various aspects of the instruction provided. All appropriate instructional methodologies will be employed to give students the best possible opportunity to achieve satisfactory grades. The final grade will be determined by the following criteria: Attendance -30% and will be assigned according to the following scale: A = 100% - 91%

Projects - 65%	B = 90% - 81%
Examinations (1)	C = 80% - 71%
Midterm 05%	D = 70% - 61%
	D-= 60% - 21%
	F = 20% - not turned in.

A "D-" average will either receive a final mark of "D" or "F" at the discretion of the instructor considering attendance, open lab attendance and number of assignments completed.

Assignments grades are based on two considerations. Consideration 1: Most assignments have multiple requirements for completion. A grade is given for the exactness of completing both the number of requirements and following the specifications of the requirements. Consideration 2: Grades are given for the quaility level of the completed work.

A student must complete all assignments to recieve a mark of "A"

Any student absent for 3 or more lectures/presentations will not be awarded a final mark greater than a "C."

Assignment Deadlines: All assignments will be due at the time and place designated by the instructor. Missed deadlines will result in a failing grade for the project. Deadline extensions may be discussed with the instructor prior to the deadline (not the day of) but will be difficult to obtain. Student's history of attendance will be considered. Extensions may or may not be granted for personal or dependent minor illness, scheduled court appearances, personal emergencies (this does not include automobile repairs, conferences and appointments, assessments, non-emergency medical issues of self, friends or extended family, etc.). **Extensions may forfeit <u>one grade</u> from the instructor's evaluation grade.**

Honesty and Integrity: Students will be held to the standards of the Laney College Academic Integrity Code in addition to the following.

*Plagiarism occurs when a student misrepresents the work of another as his or her own work. Plagiarism may consist of using the ideas, sentences, paragraphs, or the whole text of another, images, photographs, drawings, or any other graphic content without appropriate recognition or permission. Plagiarism also includes allowing another person to write or substantially alter work that a student then submits as his or her own. Any assignment found to be plagiarized will be given an "F" mark and could result in an "F" mark in the class. All instances of plagiarism will be reported to the Dean of the Division and further action may be taken by the College.

*The basis for this text is taken from the publication titled "Dean's Reminder" attached to "A Fall 2007 Message from the Dean" distributed by Laney College, Office of the Division II Dean, Vocational Technology, authored by Peter L. Crabtree

Attendance: Regular and on-time attendance is a course requirement plus proof of one additional hour per week of open lab (except for Saturday classes). "Instructors may drop a student from class if the number of absences during a semester exceeds the times the class meets in two weeks. . ." Absences and tardiness will be reflected in the final grade. In the case of over enrolled classes students missing any one or more of day 1, 2, or 3 without contacting the instructor will be dropped. 10% of the total class days absent can lower your grade one level, i.e. an "A" becomes a "B", a "B" becomes a "C" etc. 3 tardies equal one absence. All students are required to be present for class presentations or lectures which will begin on the first hour of the first day of class and on scheduled days thereafter unless otherwise designated by the instructor. Presentations and/or lectures will not be repeated for any individual for any reason. **Students missing 3 or more lectures will not receive a grade above a "C".** Doctor or dental appointments of non-emergency nature are not legitimate reasons to miss class presentations or lectures. Students must "sign-in" on the appropriate role sheet and account for their personal hours of attendance. No postdated sign-ins will be accepted. **Any classes missed due to late enrollment will be counted as an absence.**

Add and Drop Policy: It is an individual students responsibility to add or drop if necessary. The appropriate procedure must be processed through the Admissions and Records Office before a drop will take place. Nonattendance and/or no work completed in a course not dropped will result in a "fail" on your transcript. If a class is fully enrolled any student missing class within the first hour of the first day of class will be dropped by the instructor.

Classroom Policies: Classroom policies include but are not limited to the following. The instructor reserves the right to administer classroom policy for the well being of the student, staff and Laney College. The following guides are for your welfare as well as that of other students. Maintaining the best possible educational atmosphere is paramount to the success of all students.

1. Attendance will be accounted for daily. **Students must sign-in each class in order to receive credit for attendance.** Forgetfulness will not be considered as an excuse. Postdating a sign-in is not allowed. Any student forgetting to sign-in will be counted absent without exception. Any student signing-in for a classmate will be dropped from the class.
2. It is your responsibility to check in with the instructor if you are late.
3. Please email the instructor if you know you will be late or absent. (Limited absences may be excused if the instructor is notified **prior** to a class session.)
4. Arrangements can be made for alternative participation in special circumstances but only if circumstance is reported prior to the class session, (i.e. childcare problems, work conflicts, dependant illness, etc.).
5. Class begins promptly on the hour.
6. Food and drink will be kept in the "break area" only. Do not bring food or drink into other parts of the facilities. Student not adhering to this policy will be asked to leave. Repeated offense is grounds for being dropped from the class or expelled from the use of the Graphic Arts facilities.
7. Students should plan their workday to remain at task during the whole class session, lecture and lab. Some work stations are limited and may not be available at all times.
8. The copying or "down loading" of files to or from the hard drive of a Laney College computer (except temporary individual "student files") to external storage devices is considered stealing and is illegal. Students in violation of this policy will be removed from class with a failing grade for the term. Students may be subject to prosecution by the college.
9. Smoking is not permitted on the Laney College campus.
10. Students will have additional lab time and will be enrolled automatically in a Graphic Arts 501 - 0 unit, non credit lab. Individual instructors will give you an initialed and dated sticker to show proof of enrollment before you will be allowed to use "space available" during other instructor's class times. You will need to have a current Laney College I. D. Card to get your sticker. After sign-in on the special GrArt501 sheet your I.D. should be placed picture side up on the desk while working in the lab.
11. Cell phone use is strictly forbidden while in the Graphic Arts facility. Phones will be turned off before entering the classroom or lab. Should your phone ring or require answering during class, due to an oversight on your part, leave the facility immediately and exit the classroom before you begin to speak.
12. Students that bring any item, device or electronic storage medium into the lab that causes loss or damage to hardware or software, whether intentional or unintentional, will be held personally liable for all costs of all repair, replacement and/or restitution.
13. Any student found altering the interface or operations of any of the Graphic Arts computers, peripherals or other equipment will be removed from participation in any and all Graphic Arts classes and labs.
14. Student use of the internet connection is for classroom assignment and instruction only. Unauthorized use of the internet will be strictly controlled and abuse may result in dismissal from participation in any and all Graphic Arts classes and labs. Internet use for playing games or checking personal email is forbidden.
15. Use of periperal devices such as printers, scanners, graphic tablets may be done only after receiving permission from the instructor in charge of the lab. Printers are for use for Graphic Arts class assignments only.

<div align="center">

Laney College
GRAPHIC ARTS DEPARTMENT

GrArts 113 Typography

</div>

<div align="center" style="border:1px solid black">

Fall 2012 CLASS SCHEDULE

</div>

<div align="center">

Don Petrilli, Instructor • Office: A151 • Phone: 464-3263 • Email: dpetrilli@peralta.edu • www.laney.edu/graphic_arts
The following schedule may be modified to meet class/student requirements.
Topics may carry-over depending on need of participants.

</div>

FIRST WEEK (Origins of the Alphabet)

Wed. 8/22 **Introductory** **Lecture:** Course Overview: Student responsibility,
Grading policy, attendance policy, class schedule,
projects. **Keep notebook/portfolio.**
Lecture: 1 Origins of the Alphabet
New Assignments: *Due Second Week*
Assignment #1 "Pictogram, Ideogram, Cartouche"
Reading Assignment: Chapter 1 Pages 1 - 12
Lab: Work on Assignment #1

SECOND WEEK (Symbol Design - Modern Pictograms & Icons)

Wed. 8/29 **Presentations:** Assignment #1 "Pictogram, Ideogram, Cartouche"
Lecture: 2 Modern uses of pictograms, symbols, icons and logos
New Assignments: *Due Third Week* Assignment #2 "Modern Pictograms and Icons."
Reading Assignment: Chapter 1 Pages 13 - 45
Turn In: Assn. #1 "Pictogram, Ideogram, Cartouche"
Lab: Work on Assignment #2

THIRD WEEK (Terminology, Anatomy & Structure of Type)

Wed. 9/5 **Presentations:** Assignment #2 "Modern Pictograms and Icons."
Lecture: 3 Terminology, Anatomy & Structure of Type
New Assignments: *Due Fourth Week* Assignment #3 "Finding Samples"
Reading Assignment: Chapter 2 Pages 49 - 63
Turn In: Assn. #2 "Modern Pictograms and Icons"
Lab: Work on Assignment #3

FOURTH WEEK (Classifications of Type)

Wed. 9/12 **Lecture: 4** "Type Categories and Classifications"
New Assignments: *Due Fifth Week* Assignment #4 "Type Classifications"
Reading Assignment: Chapter 3 Pages 71 - 69
Turn In: Assignment #3 "Finding Samples" .
Lab: Work on Assignment #4

FIFTH WEEK (Type Measurements)

Wed. 9/19 **Lecture: 5** Type Measurements
New Assignments: *Due Sixth Week* Assignment #5 "Type Measurements"
Reading Assignment: Chapter 2 Pages 64 - 67
Turn In: Assn. #4 "Type Classifications".
Lab: Work on Assignment #5

SIXTH WEEK (Glyph Design)

Wed. 9/26 **Lecture: 6** Typography, What is it?
New Assignments: *Due Seventh Week* Assignment #6 "Design a 27th Letter of the Alphabet"
Reading Assignment: No reading assignment.
Turn In: Assignment #5 "Type Measurements"
Lab: Work on Assignment #6

SEVENTH WEEK (Type Design)

Wed. 10/3 **Presentations:** Assignment #6 "Design a 27th Letter of the Alphabet
Lecture: 7 Type Design
New Assignments: *Due Eleventh Week* Assignment #7 "Design a Typeface"
Reading Assignment: Chapter 5 Pages 199 - 229
Turn In: Assn. #6 "Design a 27th Letter of the Alphabet"
Lab: Work on Assignment #7

EIGHTH WEEK (Midterm Review)

Wed. 10/10 **Midterm Review**
Reading Assignment: No reading assignment.
Lab: Work on Assignment #7

NINTH WEEK (Midterm)

Wed. 10/17 **Midterm Exam**
Reading Assignment: No reading assignment.
Lab: Work on Assignment #7

TENTH WEEK (Work Week)

Wed. 10/24 **Midterm Discussion**
Reading Assignment: No reading assignment.
Lab: Work on Assignment #7

ELEVENTH WEEK (Spacing & Alignment, Display & Body Copy)

Wed. 10/31 **Presentations:** Assignment #7 "Design a Typeface"
Lecture: 8 Spacing & Alignment, Readability & Legibility, Specs
New Assignments: *Due Twelfth Week* Assignment #8 "Spacing and Alignment Samples"
Reading Assignment: Chapter 4 Pages 173 - 195
Turn In: Assignment #7 "Design a Typeface".

TWELFTH WEEK (Hot Type)

Wed. 11/7 **Lecture: 9** Hot Type - Cold Type, Traditional typesetting, The California Job Case.
Demonstration: Setting, Proofing & Distributing Hot Type.
New Assignments: *Due Thirteenth Week* Assignment #9 "Setting Hot Type"
Reading Assignment: No reading assignment.
Turn In: Assignment #8 "Spacing and Alignment Samples", Instructor Proof of Assignment #9 Part A.

THIRTEENTH WEEK (More Hot Type)

Wed. 11/14 **Lecture 10/Demo:** Using Professional Page Layout
Programs (QuarkXPress/InDesign).
Getting type on a page, selecting fonts,
spacing and alignment
New Assignments: *Due Fourteenth Week*
Assignment #10 Alignment
Reading Assignment: Chapter 7 Pages 253 - 281
Turn In: Assignment #9 "Setting Hot Type" Part B.
Lab: Work on Assignment #10

FOURTEENTH WEEK (Type on the Computer)

Wed. 11/21 **Presentations:** Assignment #10 "Talking Type"
Lecture 11/ Demo: Paragraph Attributes and Style Sheets
New Assignments: *Due Fifteenth Week*
Assignment #11 Typesetting
Reading Assignment: No reading assignment.
Turn In: Assignment #10 "Alignment".
Lab: Work on Assignment #11

FIFTEENTH WEEK (Paragraphs and Styles)

Wed. 11/28 **Lecture: 12** Special Spacing on the Computer
New Assignments: *Due Sixteenth Week*
Assignment #12 Spaces & Quads
Reading Assignment: No reading assignment.
Turn In: Assignment #11 "Typesetting".
Lab: Work on Assignment #12

SIXTEENTH WEEK (Special Spacing on the Computer)

Wed. 12/5 **Lecture: 13** TBD
New Assignments: *Due Seventeenth Week.*
Assignment #13 TBD
Reading Assignment: No reading assignment.
Turn In: Assignment #12 "Spaces and Quads".

SEVENTEENTH WEEK (Finals)

Wed. 12/12 **Turn In:** Assignment #13 "TBD".
Activity: Bring in Notebook/Portfolio and check grades..

---

* Assignment Submittal Requirements

1. All assignment submittals will;

    a. Depending on the type of submission necessary as explained on the "Assignment Sheet", will be contained in either a pocket folder type notebook or mounted on a quality presentation board cut to specifications.

    b. **Be accompanied by a typewritten paragraph of 100 words or less**, (You may use InDesign or Word), describing what new elements, principles or techniques were learned while completing the assignment and how you might apply them in the future. (See item 4 below for complete instructions.) This will be mounted on the back of a presentation board submittal or as a hard copy print placed in the pocket folder.

    c. Clearly legible have placed on the back of a presentation board or on each page of the assignment in a pocket folder submission:
        1. The student's name,
        2. The class name and number (example: GrArts 111),
        3. The assignment number and section or part (example: Assignment 1 Section A Part A)

2. No assignments will be graded or be considered as "turned in" if not

    a. in a pocket folder notebook or mounted to specifications

    b. clearly and legibly labeled as described in section "c" above.

3. All assignments will be submitted in a neatly organized presentation. Each part or section must be clearly labeled on the back.

4. Each assignment will be accompanied with a statement of 100 typewritten words or less explaining;
    a. Any complications encountered while doing the project.
    b. Skills learned in this project.
    c. Problems with, or helpful information from class instruction.
    d. How you can apply the skills learned from this lesson in your future as a graphic designer.
    e. Any additional information or comments you desire to make.

5. Assignments not turned in on time will not be given a letter grade but will be recorded only as "turned in".

6. "Turned in" assignment will help a final grade in a positive manner. Only assignments turned in on time will have full value in determining the final grade. *Example:* If a student turns in all of their assignments but they are all late, at the instructors discretion, the student might get a "C" in the class if the assignments are sufficiently complete and the work is of "C" or better quality. In any case a student turning all assignments, or a majority of assignments, in late will not receive a grade higher than a "C". This means that if you turn in all of your assignments late and you got an "A" or "B" on all of your assignment (and your attendance is alright) you will not receive a grade better than a "C' for the course. Poor attendance would drop this grade even lower.

7. See Page 2 of this syllabus for other factors that can affect your final grade.