San José State University
Department of Design, Graphic Design Program
DsGD 99, Introduction to Typography
Section 01, Spring 2022

Course and Contact Information

Instructor	Julio Martínez
Email	julio.martinez@sjsu.edu
Office Hours	Mon/Wed 11:00–11:30am (By appointment)
Class Days/Time	Mon/Wed 3:00pm–5:50pm
Classroom	Online/Art 212
Prerequisites	<u>GD majors</u>: ANI 11 or ART 24, DSGD 83 <u>ANI majors</u>: ANI 11, ANI 71 <u>IT majors:</u> DSIT 33, DSIT 10, DSIT 83 <u>ID majors:</u> completion of DSID 22 or completion of DSGD 83 and concurrently enrolled in DSID 22

Computer/Software Requirements

— Wireless laptop computer with software (Adobe Creative Suite) and fonts (Adobe Fonts) installed
 https://www.sjsu.edu/ecampus/software-tools/teaching-tools/video-creative/adobe/students.php
— Reliable data backup
— Wireless network access: http://its.sjsu.edu/services/sjsuone/

Other/equipment/materials

— Reliable access to digital camera, tripod, and laser or inkjet printers
— Reliable Wi-Fi access
— Sketchbook, Pencils, Pens, Tracing Papers and a Gridded Notebook
— Metal non-slip cutting rule (precision rulers also recommended)
— X-acto knife and #11 blades in dispenser/disposal unit with Portable cutting surface
— Other materials may vary depending on each student

Office Hours

Office hours are M/W, 11–11:30am. To sign up, please notify me ahead of time by emailing me no later than 8am on the day you want to meet. I will reply with a Zoom link once a specific time is confirmed.

Canvas, Zoom, and Email

Course materials such as syllabus, handouts, assignment instructions, etc. can be found on Canvas. You are responsible for regularly checking this site to learn of any updates. Zoom links will be distributed via Canvas. During the week, I will respond to as much email as possible between 9am–6pm, Monday–Friday (i.e., regular business hours)—<u>I will generally not answer emails in the evenings or over the weekend.</u> Please note that, while Canvas has an "Inbox" feature, I prefer you reach me via my SJSU email (julio.martinez@sjsu.edu).

Additional Resources
The following site has a collection of links, book recommendations and articles that could be beneficial for further reference and overall development. Many of these tools will also be mentioned during the course.
https://sites.google.com/sjsu.edu/sjsu-design-resources/type

Course Description
Study and demonstration of letterforms and fundamental typographic principles. Emphasis on the vocabulary of typographic form and its relationship to message/purpose.

Course Goals
The goal of this course is to contribute to the student's discovery and understanding of the basic objectives and methods used in graphic design & typography.

Course Learning Outcomes (CLO)
Upon successful completion of this course, students will be able to:
LO 1 – engage in entry-level design practices which positions them for professional growth in the field;
LO 2 – research and apply industry-specific regulations to design solutions;
LO 3 – demonstrate the knowledge to gather, evaluate, and apply appropriate and necessary information and research findings to creatively and innovatively problem solve;
LO 4 – develop an understanding of the role of the design professional in society and of the value and importance of the designed environment.

Recommended Books
(These books are not required, just highly recommended. Other books and readings will be discussed in class)
The Elements of Typographic Style, Robert Bringhurst
Shaping Text: Type, Typography and the Reader, Jan Middendorp
Thinking with Type, Ellen Lupton
Inside Paragraphs, Cyrus Highsmith

Course Requirements and Assignments
This course will include lectures, group discussions, presentations, and class time allotted for creative work. Participation in discussions, work sessions, and critiques is vital to the success of this class.

The course is comprised of two major projects. The objectives and parameters of each project will be described in detail during class. It will be your responsibility to take notes and ask questions until you fully understand all assignments. In addition to the major assignments, several activities will also be assigned, which include in-class exercises, readings, and quizzes.

This is a three-hour class. We will often take a 10-minute break halfway through the period. You are expected to log in on time, come prepared to work, and stay connected throughout the entire period. Lectures begin at the start of class time, and all Projects are due at the beginning of each session, which means that your work must be ready for review on time.

Although in-class work sessions are an integral component of this course, outside work on assignments will be necessary to meet project deadlines. <u>Significant progress is expected between classes</u>—expect that there will be 4+ hours of homework for each hour of class. Expect to be asked to make several iterations on the work—revisions are an important component of design and learning in general.

BFA Program
The BFA Graphic Design Program requires participation of two portfolio reviews and completion of the following courses before submitting portfolios. (SJSU courses or equivalents) ANI 11/ART 24, DsGD 63/ART 12, DsGD 83, DsGD 99 and DsGD 100. Students who have earned 90 units or more may not change majors except by special permission. Any request for change of major may be denied for students whose time remaining to complete the requirements for a degree would significantly increase.

Grading Information
The project and course performance will be evaluated according to the following components: Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F, using the following criteria:

<u>Problem-solving skills</u> - LO 1~2
Planning, organizing, research and content gathering (message development), analysis, sketching and content integration. Showing distinct approaches, perspectives, and/or uses of material throughout the design process. Testing a variety of approaches and materials, and integrating feedback to further refine design outcomes.

<u>Form-giving and Presentation skills</u> - LO 3~4
Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The visual investigation of form and function, includes the skill, dexterity, and attention to detail exhibited in presentation; the quality of form necessary for effective visual communication.

<u>Participation and Preparation</u> - LO 4
Producing appropriate on-time solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities. Showing initiative and commitment.

Grade Distribution
Project grades will be weighted according to the following percentages:

Project 1	30%
Project 2	40%
All Exercises + Quizzes	25%
Quizzes & Readings	5%

Grading Scale
For each major assignment you will be given a written grade sheet evaluating your performance in each of the

categories above. Letter grades are assigned according to the following scale:

Grade	Percentage	Description
A plus	97 to 100%	Exceptional work, equal to that of a professional designer.
A	93 to 96%	Excellent and inspired work. Exemplary attitude.
A minus	90 to 92%	Excellent work and attitude.
B plus	87 to 89%	Exceeded the requirements of the assignment. Very good work.
B	83 to 86%	Met or exceeded the requirements of the assignment. Good work.
B minus	80 to 82%	Met the requirements of the assignment. Better than average work.
C plus	77 to 79%	Met the requirements of the assignment. Average work.
C	73 to 76%	Satisfactorily met the minimum requirements of the assignment. Acceptable work.
C minus	70 to 72%	Met the minimum requirements of the assignment. Below average work.
D plus	67 to 69%	Failed to meet requirements. Below average. Poor work and/or effort.
D	63 to 66%	Failed to meet requirements of the assignment. Poor work and/or effort.
D minus	60 to 62%	Failed to meet all requirements of the assignment. Poor work and/or effort.
F	59% or lower	Unacceptable.

Deadlines & Late Assignments
Late assignments are subject to an F unless prior arrangements have been made. No extensions will be given except in cases of documented extenuating circumstances (e.g. debilitating illness, family emergency, etc.) If such a circumstance should arise, please contact me as early as possible and be ready to provide documentation.

Process
In additional to all final projects, on-time presentation of all preliminary roughs, in-progress comps, and in-progress working sessions will be noted towards the overall participation and preparation evaluation.

Extra Credit
Out of general fairness to all students, there will be no opportunities for extra credit projects given in this class.

Backups
Back-ups are a critical aspect of your studies and is an important habit to get into as early as possible in your development as a designer. You are strongly urged to set up and maintain a solid backup and archiving strategy for your work. You will not be excused for preventable loss of data.

Class Session Protocol

This course is an essential component of your curriculum at SJSU. In order to professionally and effectively deliver the curriculum and generate work we can all be proud of, it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

— **Please plan to attend all Zoom classes with your camera ON.** Avoid "Audio Only" unless absolutely necessary. Please minimize distractions and noise by keeping yourself on <u>MUTE</u> unless asked to speak. Be sure you remain on view of your camera and avoid engaging in distracting activities.

— **When in-person classes resume, you are required to wear a mask at all times.** If you forget to bring a mask to class, you can pick up masks at the design office (ART 120). If you refuse to wear a mask indoors, campus security will be notified.

— **No eating is allowed during class.** A 20-minute break will be allowed to allow for eating.

— In case of an absence, you are responsible to stay on track with deadlines, assignments and anything you may have missed in class.

— You are expected to arrive/log in on time and to remain in class until the class is over or excused—**late arrivals and/or early departures will always be noted**. If you have a prior engagement that requires you leave before the end of class, please inform me before class ends ensure you do not disturb other students when you leave.

— Announcements, instructions, lectures and assignments are normally issued at the beginning of class. All critiques begin 15 minutes after official class start time. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals.

— Most Lectures and Zoom sessions will not be recorded. It is your responsibility to join all required sessions on time. In case of an absence or if technical issues, you will need to touch base with a classmate about the content that was covered and/or review the PDF's that will be distributed

— In class laptops are to be used for course related purposes only during our time together. Please do not use our time to check up on social media, and please **do not work on assignments from other classes during our class time.**

Graphic Design Major Advising

To stay on track of your academic goals within our Graphic Design program, it is vitally important that you remain in touch with your Major Advisor. Here are the graphic design major advisors' office hours, emails, and the students they serve (alphabetical by last name).

Prof. Yoon Chung Han <u>yoonchung.han@sjsu.edu</u>
M/W 12–1PM by appointment <u>https://calendly.com/yoonchunghan/</u>
Students' last name: <u>ABCDEF</u>

Prof. Connie Hwang connie.hwang@sjsu.edu
M/W 11am–12pm by appointment
Students' last name: GHIJKLM

Prof. Randall Sexton randall.sexton@sjsu.edu
T/Th 11am–12pm by appointment
Students' last name: NOPQRS

Chang Kim chang.kim@sjsu.edu
M/W 3–4PM by appointment
Students' last name: TUVWXYZ

Library Liaison
The SJSU Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at: http://libguides.sjsu.edu/design/GraphicDesign or by appointment with Rebecca Kohn. She may be contacted at rebecca.kohn@sjsu.edu

Humanities & Arts Student Success Center
Any advising questions that are related to University requirements (including GE requirements), please reach out to the College level student success center.
https://www.sjsu.edu/ha-advising/index.html

Accessible Education Center
If you require any accommodations, please contact the Accessible Education Center, and I will be happy to work with them to meet your needs.
https://www.sjsu.edu/aec/

University Policies
Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at https://www.sjsu.edu/curriculum/courses/syllabus-info.php ←*VISIT AND READ*

Campus Emergency Numbers
Police 911
Escort Service 4-2222

DSGD 99 Introduction to Typography Course Schedule

All dates are subject to change with notice given at a prior meeting. For an up-to-date schedule and to find out what specific elements will be due on each day, please consult the schedule on Canvas.

Week	Date	Topics, Readings, Assignments, Deadlines
1	W 01/26	Work in class / Exercise
2	M 01/31	Group review / Work in class
2	W 02/02	Work in class
3	M 02/07	Individual review / Work in class
3	W 02/09	Group review / Work in class
4	M 02/14	Individual review / Work in class
4	W 02/16	Work in class / Exercise
5	M 02/21	Group review / Work in class
5	W 02/23	Individual review / Work in class
6	M 02/28	Group review / Work in class
6	W 03/02	Individual review / Work in class
7	M 03/07	Individual review / Work in class
7	W 03/09	**Project 1 Due / Project 2 intro**
8	M 03/14	Small group review / Exercise
8	W 03/16	Individual review / Work in class
9	M 03/21	Group review / Work in class
9	W 03/23	Work in class / Online Submission Only
10	M 03/28	**Spring break / No Class**
10	W 03/30	**Spring break / No Class**
11	M 04/04	Individual review / Work in class / Project 3 Intro
11	W 04/06	Work in class / Exercise
12	M 04/11	Individual review / Work in class
12	W 04/13	Small group review / Work in class
13	M 04/18	Work in class / Exercise
13	W 04/20	Small group review / Work in class
14	M 04/25	Individual review / Work in class
14	W 04/27	Group review / Work in class

Week	Date	Topics, Readings, Assignments, Deadlines
15	M 05/02	Individual review / Work in class
15	W 05/04	Individual review / Work in class
16	M 05/09	Small group review / Work in class
16	W 05/11	Individual review / Work in class
17	M 05/16	**Project 2 Due + Display Typeface Due**