GD 125 - Typography

Cuyamaca College

Spring 2014

Timothy Buckles / Instructor   e-mail timothy.buckles@gcccd.edu

GD 125   3 Units • 16 weeks •   Section #6651
Meets on Monday and Wednesday 9:30 AM to 11:45 AM • Room E-224
Office: E-109C from 9:00 to 9:20 AM and 12:00 to 12:55 PM except Friday.

Please call my office at (619) 660-4380, or send an e-mail (above) if you wish
to reserve an appointment time or arrange for another meeting time.
Open Lab: E-228 from 9:30 AM to 3:00 PM except Friday. Times may change.
Tutoring is available in open lab. See schedule on room E-228 for specific time.

Course Description: Discover the art of typography, the foundation of all graphic communications. Appreciate the form of letter, with an in-depth look at the complexities of type design. Recognize the history of type and how it applies to today's technologies. Analyze the anatomy of type, its character, and its aesthetics as an art form, as well as a communication tool.

Course Rationale: With the vast visual overload of type in society, it becomes even more important today that new designers have a good understanding of the aesthetic qualities of type in order to communicate effectively. Too often, the non-professional uses a computer to choose fonts and manipulate the type with software tricks. This leads to a visual cacophony. Students must learn how to use type creatively, while maintaining high quality visual standards. This course will provide students of graphic design the solid foundation for the use of type as a communication tool.

Course Objectives Students will be trained in using current computer software to manipulate type, while experimenting with creative solutions that will help develop strong individual portfolio samples. This course has both technical and creative skill expectations for students.

Technical Objectives: Students that complete GD 125 will have the technical skills to:
• effectively use vector and raster image software to manipulate fonts.
• apply industry standards for type used in professional design problems.
• use the proper vocabulary for typographical design.
• identify the development of type from historical and cultural contexts.

Creative Objectives: Student that complete this course will have the creative skills to:
• use software tools to develop creative skills of type manipulation.
• create work leading to an individual style of typographic design.
• produce a body of work that spans various design applications.
• complete typographic works significant to a professional design portfolio.

Class Assignments: There will be Eight class assignments (50 points each) A total of 400 possible points. Students will be given a handout with instructions for each assignment the class before the lesson begins. This is to allow students to do individual creative research, and prepare for the next assignment. All assignments are due the last day of the lesson.

Grading: Each project will be graded using a rubric. The rubric will be included in the lesson handout. Rubrics outline the expectations and required elements for each project. Rubrics are a scoring method to determine a letter grade.

Point System: There is a total of 50 points for Eight project = 400 points.
Grades are A = 400-361 B = 360-321 C = 320-281 D = 280-241
Students that complete the pre-test on the first day of class, and post-test the final day to test *creativity* will be given a possible 25 additional points as extra credit.

Work Due Date: Projects will be due beginning of class on the first day of the next assignment.
Late work will be accepted, but lowered five points or one letter grade.
Final projects and comps may be submitted for a re-grade. Brainstorming lists, roughs or thumbnails will not be regraded.

Digital Files: Most work will be in Adobe Illustrator. Generally four pages will be needed. Brainstorm list and roughs page 1 and 2. Comps page 3, and page 4, the final. There may be a request for the final as a PDF, and a possible template for application of design.

Additional pages may be added as needed. Please, you do not need to turn in a large number of roughs or comps. Edit your final to the best you have.
Projects with final in Adobe Photoshop will required two files. Illustrator for roughs and comps (ai), Photoshop file for the final version (psd).

File Labeling: Label the process file with the initials for your name, the project number, and project name, and process. Example: abc#1coverprocess
Label the final file with the initials for your name, the project number, and project name, and final. Example: abc#1coverfinal

Text Book: *Suggested: A Typographical Workbook* by Kate Clair. Wiley & Sons.

Materials: A three ring binder or pocket folder for handouts
Sketch book for thumbnails, roughs, and notes (submit scanned digital version)
Removable drive for storing digital files. A USB Flash drive is recommended

Class Etiquette: Late arrival to class is disruptive, cell phone ringers are distracting, chatter during lecture and demonstration is rude. Please be considerate of other students during class. ipods may be used during lab time provided you remove them when requested. No food or beverages in the computer lab.

Class Policy: Student that do not attend the first week of class will be dropped. Students that miss four consecutive classes without notifying the instructor will be dropped. Students exhibiting disruptive or threatening behavior will be immediately referred to the Dean of Student Affairs. Students late and missing lectures, are responsible for finding course content. A PDF of previous assignments may be located on the share folder for this class. Check with the tutor for assistance in understanding the project.

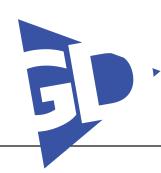**Tutoring:** Individual help with a tutor for computer software, and help on projects is available during scheduled lab hours. Students must sign in for tutoring credit.

Academic Policies: This course adheres to the policies outline in the Cuyamaca College Catalog. For further information, see Academic Policies stated in the catalog.

Important Dates: February 10, last day to add semester length classes or drop before a "W".
April 25, last day to drop classes for this semester with a "W".

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Date	Lesson	Title and Description
January 27	**Introduction**	**Using Illustrator** intro lesson on tools. Review of the design process.
Jan. 29- February 10 (4 classes)	**Lesson 1**	**Sports logotype —** Speed and/or motion will be the important element in the logo for a sports team. Use an existing font and add motion lines, oblique the type, and make additions to suggest the selected sport.
February 12 - 26 (4 classes)	**Lesson 2**	**Video news graphics —** Television news and regular features use graphics to introduce the segments. Use the call letters for a fictional station and add the channel number. Layer the type onto a background image.
March 3 - 12 (4 classes)	**Lesson 3**	**Product label —** An upscale product label will be reflected in the logo for the manufacturer. Design the label type, and a company monogram.
March 17 - 26 (4 classes)	**Lesson 4**	**Music group identity** — Consider promotional posters and CD covers as the use of the music identity. Create a logotype for a fictional group where the type reflect the style of music. Create a CD cover with type.
March 31 - April 9 (4 classes)	**Lesson 5**	**Food package logotype —** A specific food or beverage category will be selected for this assignment. Create a logotype for the package item and complete the project by adding additional type and art elements.
April 21 - 28 (3 classes)	**Lesson 6**	**Typographic poster —** Choose a typographer or type style to research. Examine the Bauhaus style of poster, and contemporary posters. Create a poster for your selected typographer and type style.
April 30 - May 12 (4 classes)	**Lesson 7**	**Symbols and letterforms —** Use geometric shapes, organic and hard edge, to create letterforms. Experiment with combining shapes into complex forms to suggest letters or numbers.
May 14 -21 (3 classes)	**Lesson 8**	**Personal logotype —** Portfolios, web sites, and promotional materials will be enhanced with your personal logotype. Use all of the tools and knowledge from this course for the culminating project, creating your own identity.
June 2	**Final**	Presentations of the personal logotype will be scheduled during the final.
Using the Schedule *Note: Lesson content may change during the semester.*	**Four days**	First Day, brainstorm, begin roughs or thumbnails Second Day, complete roughs, and work on comps Third Day, complete comps and polish for final Fourth Day, complete design, application template, and color system.