

DES 121 :: Winter:Typography I

Jill Vartenigian | jill.vartenigian@seattlecolleges.edu | Office #5116 | Office hours: by appointment

Credits: 4 | Lab hours: 2 | Lecture hours: 3 | Length of course: 11 weeks | Prerequisites: Completion and good standing of fall quarter courses

Course description: Students will learn the basic principles of micro typography in this course: the anatomy of letters, introduction to adapting letterforms, letter and word spacing, line spacing, and how to create hierarchy within text. By focusing on the details of letters, sentences and page layout, students will create expressive typography, experiment with readability, legibility and meaning, understand the classifications of type, and apply text as hierarchical arrangements on a page.

Course outcomes:

Upon completion of this course, students will be able to do the following:

- Identify type classification and type anatomy characteristics for standard typefaces
- Practice brainstorming techniques and sketching to create general concepts and to help visual a direction for their work
- Adapt/modify/develop unique typefaces to create a custom design
- Make adjustments to letter spacing, line spacing, line lengths for individual words, headlines and paragraphs
- Apply the basic rules of typography to their typographic layouts

Website:

<http://www.momentumpress.com/type1>

Readings may be assigned each week.

Weekly Topical Outline. This weekly outline is subject to change at any time.

Week 1: Type classifications and anatomy

Week 2: Modifying Type

Week 3: Letter spacing: kerning, tracking & word spacing, a.k.a. Micro typography, part I

Week 4: Combining typefaces

Week 5: Measurements & letter spacing / leading practice

Week 6: Paragraph spacing

Week 7: Presentations & Critiques

Week 8: Printing to the oversized printers. More Practice with Spacing

Week 9: Typographic Sins

Week 10: Presenting your work professionally.

Week 11: Final presentations.

Grading and Attendance:

Three absences in one class will result in a 0.0 final grade. An absence will be recorded for every two tardies in a class.

Students doing other work in a class, unless approved by the instructor, will be considered absent from the class. Participation, professional attitude, performance and attendance are all factors that determine your grade. Assignments are due at the date and time specified. Late assignments will be accepted only by permission of the instructor. Assignments late for critique will not be included in the critique of the day.

ADA Conformation:

Students with documented disabilities requesting class accommodations, requiring special arrangements in case of building evacuation, or have emergency medical information the instructor should know about are asked to contact the Disability Support Services office (DSS) in Room BE1112. Once the disability is verified with DSS you (student) will be given a letter of accommodation to be handed to your instructor for a signature.

Students who will be absent from course activities due to reasons of faith or conscience may seek reasonable accommodations so that grades are not impacted. Such requests must be made in writing within the first two weeks of the quarter.

Syllabus developed by Jill Vartenigian 12/19